RADIO ANNUAL

1943

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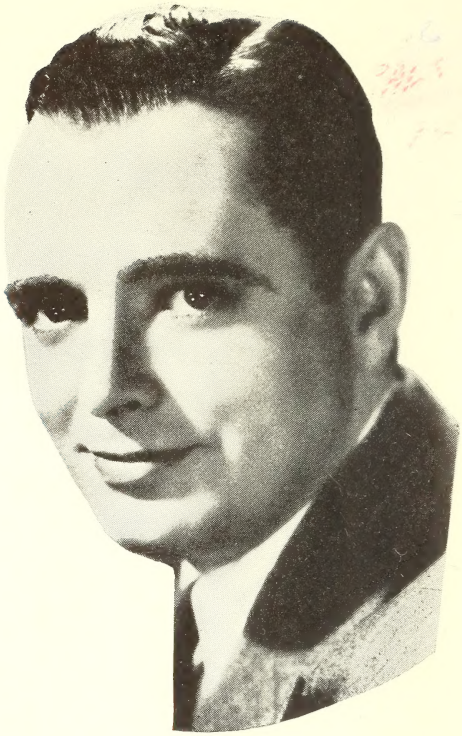

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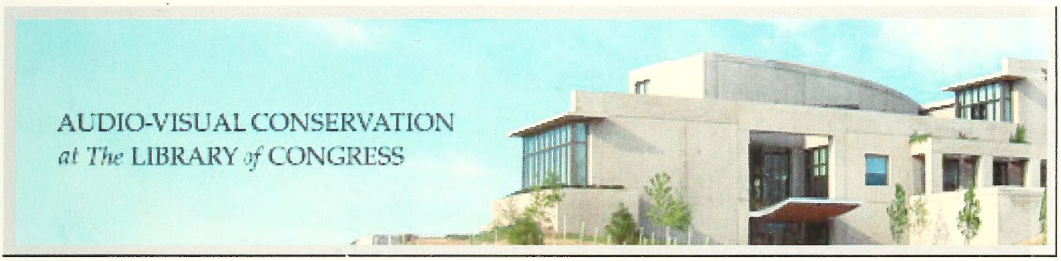

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RADIO DAILY

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THE 1943 RADIO ANNUAL

Edited by
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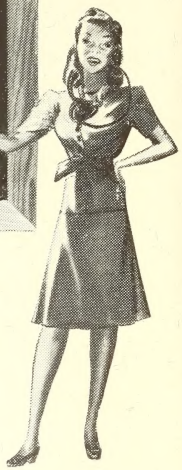

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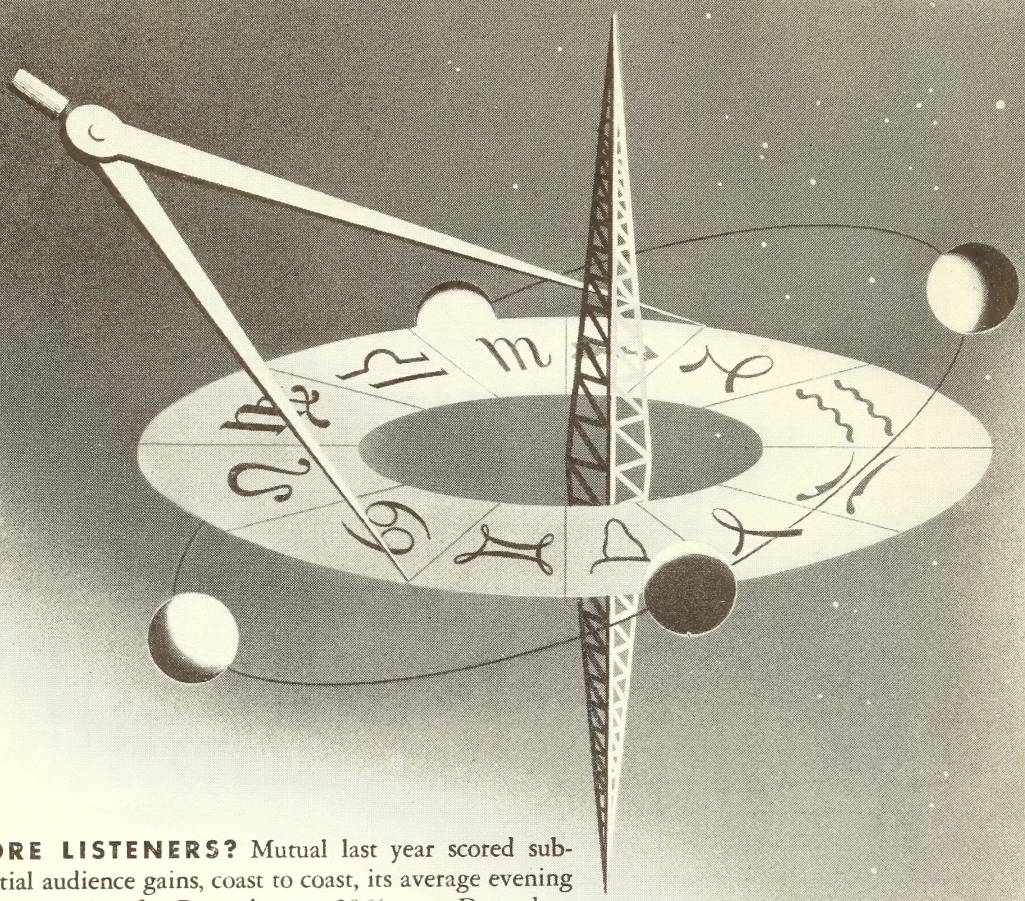

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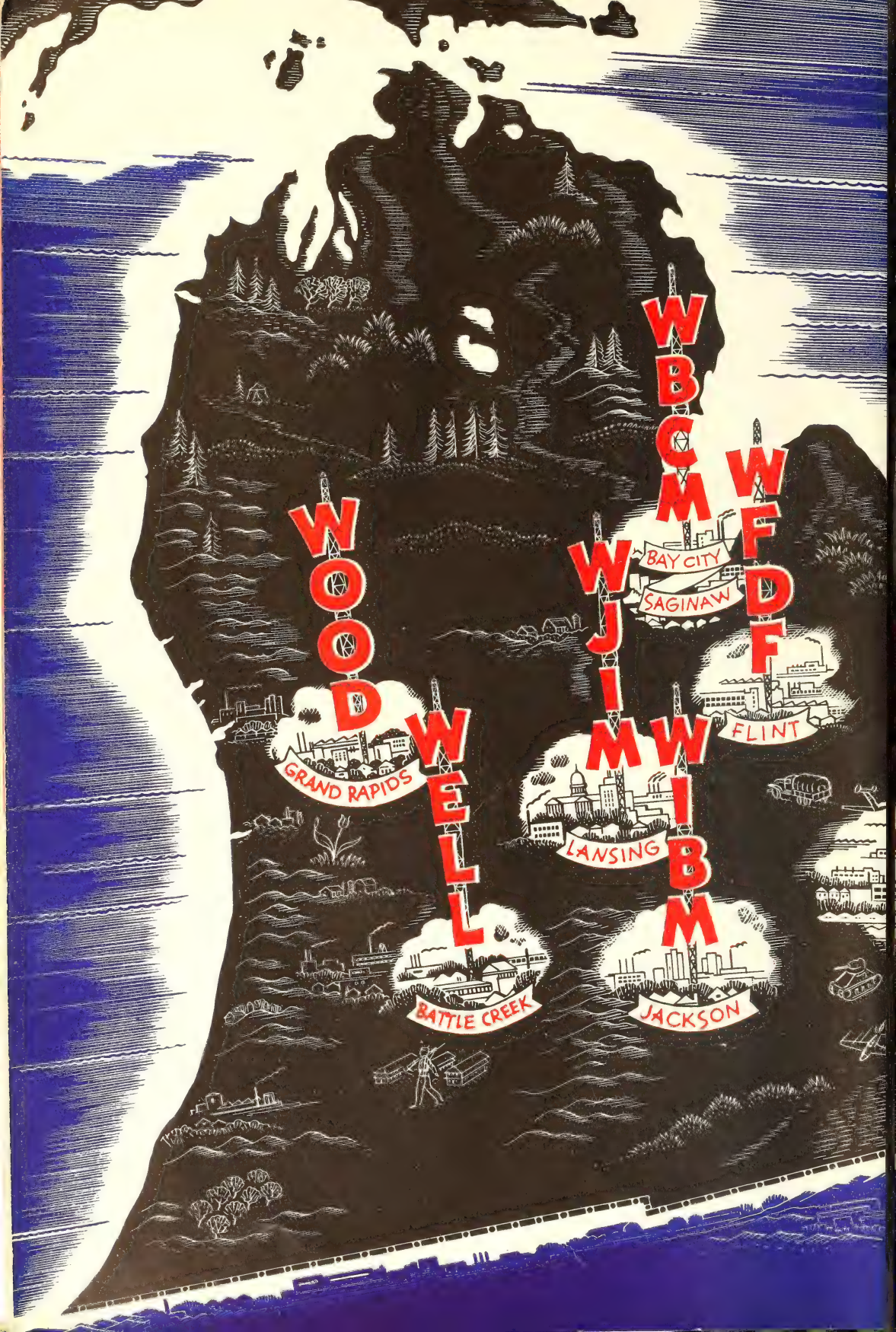
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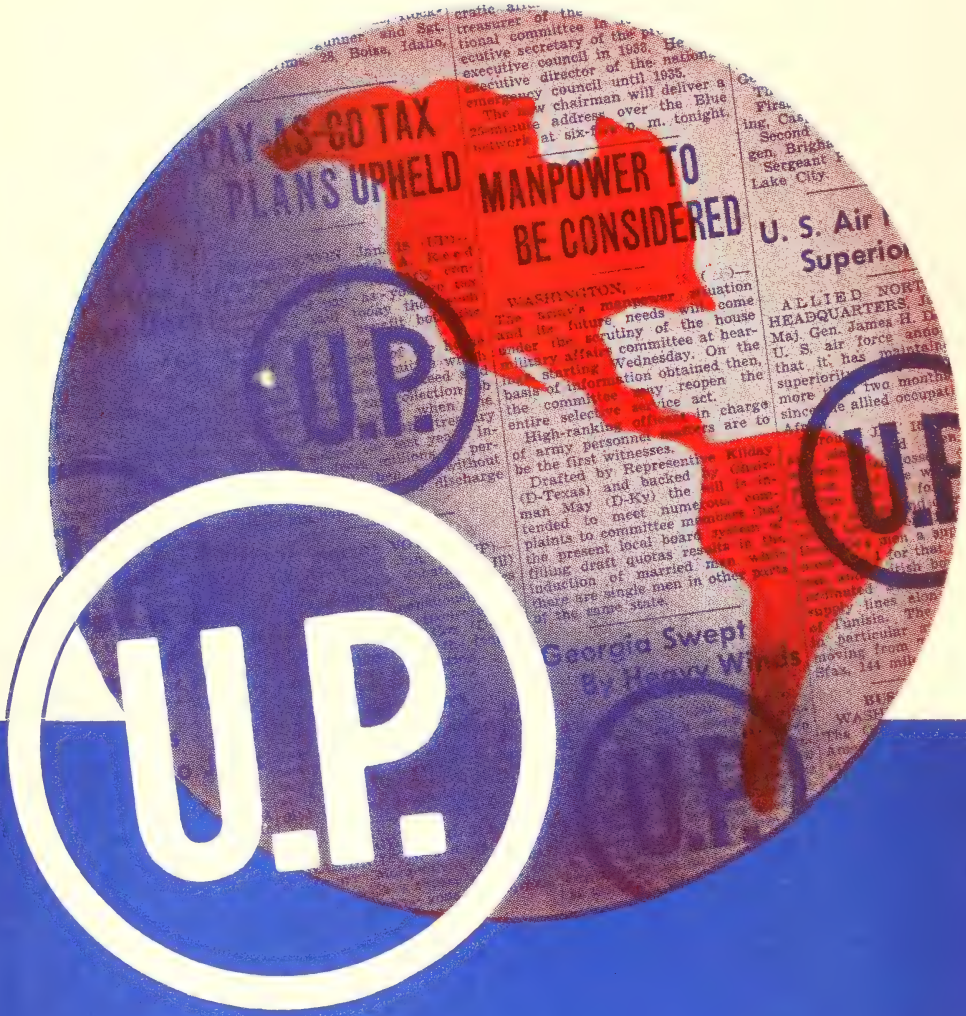

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Don Davis, President

John Schilling, General Manager

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WHB

KEY STATION *of the* KANSAS STATE NETWORK

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THE WORLD IS UPSIDE DOWN

But the Red Wagons Are Still Rolling and the Banner of A Great American Tradition Still Flies Proudly. Greetings to Our Radio Friends — Those Who Serve in the Armed Forces and Those Who Shoulder Increasingly Heavy Burdens On the Home Front.

RINGLING BROS. and BARNUM & BAILEY

Radio Department.....Bev. Kelley.....Frank Morrissey

THIS IS THE SIXTH EDITION OF

RADIO ANNUAL

1943

The one thousand twenty-four pages that follow are enthusiastically dedicated to the dynamic part that radio is playing in the great victory effort. Radio Annual is designed to cover the radio industry completely and comprehensively and is sent complimentary to all subscribers as part of Radio Daily service.

NEWS IS THE SEARCHLIGHT OF FREEDOM

In 1943, I N S will continue to render vital war service to its radio clients by unexcelled spot news coverage and special features, delivered accurately and speedily.

INTERNATIONAL NEWS SERVICE

235 East 45th Street New York, N. Y.

RADIO TO-DAY AND TOMORROW

By
JAMES LAWRENCE FLY
Chairman, Federal Communications Commission

RADIOBROACASTING during 1942 has served the nation well in the dissemination of war news and information. It stands pre-eminent today as our most valued means of mass communication. Of great significance in time of peace, a thorough going system of broadcasting is essential in time of war. Moreover, it is doubtful whether our special wartime drives would have got on without radio. There is the sale of War Savings Bonds, the calls to war work, the collection of scrap, and countless other programs for civilian cooperation. All-out cooperation in the war effort has been wholly voluntary. Most of the broadcast station operations have been profitable to date. But care must be taken not to jeopardize their security and continuity. The plight of the smaller stations in outlying districts is becoming more serious, and a solution must be found.

The past year has marked a continuing difficulty for the radio industry to obtain critical materials and trained personnel. The Federal Communications Commission has assisted to make those difficulties as light as conditions will permit. Rules of the FCC have been relaxed to permit persons less skilled to take over some broadcast functions, while other actions of the Commission have permitted operating economies, particularly in broadcast hours and the conservation of equipment in use.

Wartime operation has its encouraging aspects, however. New program techniques and listener appeals have been developed by the greater emphasis upon social and home front problems. An increased neighborly interest in community affairs has come through cooperation in local civilian defense measures. There has been an increase of program exchanges between the nations of our allied cause. Some of our radio writers, producers and executives have obtained a broader experience and background by being able to observe at first hand the programming methods of the British and other United Nations. The newer radiobroadcasting fields, especially the visual, will undoubtedly benefit from the advancements and discoveries under the stimulus of militarynecessity. Without in any way distorting the truth, we can say that some permanent benefit has resulted, and that both broadcasters and listeners are the gainers.

By past experience we can be confident that the year 1943 will mark progress in radiobroadcasting. We can be equally sure that its opportunities and responsibilities for public service will correspondingly increase. Exacting as are the requirements upon broadcasting during wartime, from here on out, they will be no less in time of peace. While fighting the war wholeheartedly we must keep alert to the broadening role of radio in the peaceful world of tomorrow.

For Complete FCC Section Please Turn to Page 193

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2. frequency measurements,
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Twenty years in radio communications.

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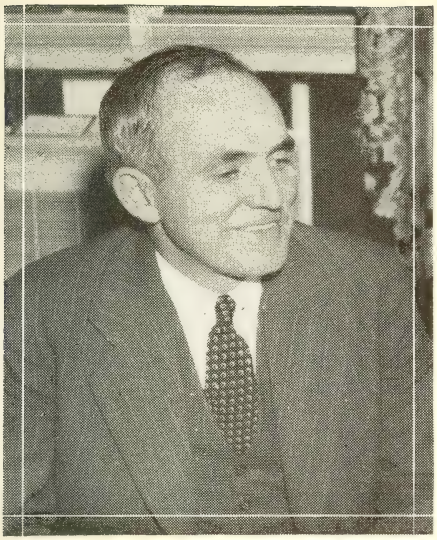

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RADIO

VITAL MEDIUM IN WAR EFFORT

By

NEVILLE MILLER

President National Association of Broadcasters

WAR and all its various aspects has dominated broadcasting during the past year, and will undoubtedly dominate it for several years to come. The year of 1942 was a year of changing conditions when policies were being formulated and adjustments being made. It offered to radio many opportunities for public service, and radio on its part accepted the responsibility and can look back upon a job well done.

The changing times have demanded ingenuity and those in radio have shown that they possess this quality in ample degree. Most encouraging has been the spirit with which problems have been met. There has been enthusiasm and a determination to see the job done, and no wishful wishing for the good old days. Not only do we all realize that times are different, but that technical changes are going to produce an entirely different radio after the war and now is the time to start planning for the post-war period.

During the year, much experience has been gained and the policies for the future have been charted. One of the most significant developments has been the establishment of the government policy for the operation of radio during wartime, which policy is based on the premise that stations operated by experienced broadcasters have and will do a much better job for the war program than if operated in any other way. The government has realized that it needs the ability and experience of the broadcaster as well as his microphone. The voluntary aspect of the new OWI plan and the voluntary Code of Censorship are two examples of this wise governmental policy.

On the business side, radio ended the year 1942 in healthy condition and present indications point to continued volume of business in 1943. Migratory labor naturally turns to radio for news and relaxation. Dim-out regulations and rationing of various kinds all tend to increase listening. Restrictions on manufacturing, transportation and materials affect radio less than the average business, and comparatively speaking, radio has weathered the present affects of the war better than competing media. Consumers are finding it more and more difficult to supply their needs and radio offers the ideal medium under present conditions.

For the duration, broadcasters will recognize that helping the government win this war has precedence over everything else. They are determined to maintain in the best possible physical condition this vast means of mass communication which is such a great national asset. They are sure that they have the experience and ingenuity to solve the problems as they arise. They recognize the opportunity for service and are conscious of the obligations which they assume and they believe that in this changing world it is radio's role to play an ever increasingly important part.

Undoubtedly, 1943 will bring many problems, but we in broadcasting look forward to it with confidence and enthusiasm, and are sure that it will add another chapter of which we may all be justly proud.

For Complete NAB Section Please Turn to Page 898

DAILY FROM BOMB-PROOF STUDIOS

It's London Calling

WITH OUTSTANDING WAR SERVICE PROGRAMS FOR AMERICAN BROADCASTERS

NEWS—Five programs daily, supplemented with daily and weekly reports direct from BBC correspondents on the fighting fronts

SPECIAL EVENTS—Dramatic, on-the-spot programs, timed, cued, to your local specifications

FEATURE PROGRAMS—Comedy, Drama, Music—the best in British entertainment; including visits to war factories and U. S. Service camps by celebrated entertainers

BRITISH BROADCASTING CORPORATION

630 FIFTH AVE., NEW YORK

To STATION MANAGERS

of Regional Networks
Network Affiliates
Independent Stations

Write now

Mr. and Mrs. E. H. Bailey of Stonewall, Georgia, listening to

RADIO ROUND-UP AND THE WAR

By M. H. Shapiro, Editor, Radio Daily

PRE-WAR FEARS of drastic governmental control having proved unfounded, the broadcasting industry finds itself a well stabilized concern during its second year of war, with all of the "drastic" applications coming from within rather than without. Rigid self-regulation as to operation and voluntary cooperation with all government agencies in effort to aid the successful prosecution of the war, finds no precedent in American business—to match the prodigious accomplishment of radio.

Adjustments were made as problems developed such as manpower, equipment, commercial-program casualties which had to be replaced and many basic items true of all industry. Primarily now, radio is engaged in working hand in hand with many government agencies; bringing the news of all fronts, home and abroad, and maintaining the morale of vast millions, not only here, but men and women in the armed forces all over the world.

So that there will be no interruption in this service, it is necessary that the American System of broadcasting also be not interrupted; time must be sold so that the cost of this tremendous undertaking can be borne by private enterprise and not the taxpayer, as it would be the case under government ownership.

●

One exception in the control of radio by the government is the leasing of all international stations. This was more or less welcomed by the licensees and once and for all placed the responsibility of direction squarely upon Uncle Sam. However, the same licensees and staff continue to operate the outlets and programs as per needs of the Army, Navy and federal agencies.

Both the matter of equipment and manpower are serious problems yet they are being met in orderly fashion. A few stations have gone out of business, but out of a total of some 900 outlets, the percentage is obviously negligible. Fortunately radio's cross coverage of the country leaves few if any communities without its programs.

Pooling of extra equipment has proved fairly successful and those who have are willing to aid those of less abundance. Systems of allocations and priorities have been worked out satisfactorily. To conserve materials television has been cut down to virtually nothing but Civilian Defense films. FM however, is quite active and like television expects definite post-war prosperity.

●

During the past year, two particular events held the limelight, neither of them settled at this wiriting. The American Federation of Musicians placed a ban upon all recordings excepting war work. As of August 1, 1942, recording of phonograph records and transcriptions came to a halt in the studios, exceptions being ETs that required no music. This placed a burden upon many stations and threatened the life of the recording industry.

First suit vs. the AFM by the Justice Departments's anti-trust division failed to be upheld in the U. S. Supreme Court and another was instituted. A Senate probe remains unfinished and currently negotiations are under way at the behest of the AFM which proposes a system of added fees on phonograph recordings.

●

In the fight for economic existence, CBS and NBC at this time await the decision of the Supreme Court in an action to enjoin the FCC from enforcing its newly promulgated rules and regulations governing chain broadcasting. If the FCC is upheld, then it is believed that network broadcasting as we know it will gradually begin to disintegrate.

On the whole business for the rank and file of small and average sized stations was not hit as badly as expected. Network gross billings were higher for 1942, but added taxation ate into the net profit. Spot business also showed a gain, but some anxiety is expressed for the small station generally.

Radio, never resting on its laurels, faces the future with a clear conscience. No other industry in the nation has given of itself so unselfishly—refusing to count the cost where contribution to the war-effort is in any way concerned. It will continue along these same lines until Victory is achieved.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Thanks

To the radio editors of the United States and Canada.

To my brothers, and the boys in the band.

To the Roosevelt Hotel.

And to our exclusive agents and friends, MCA.

Guy Lombardo

TEN OUTSTANDING RADIO NEWS EVENTS OF 1942

Radio industry cooperates in the Victory Drive under an Allocation Plan wherein every commercial and sustaining show, on network or independent outlet gave time to government messages from plugging War Bonds down to scrap campaigns. Many thousands of spot announcements included, daily.

•

Entire industry goes under voluntary censorship.

•

Shortwave stations started world-wide coverage of both commercial and special government programs, bringing news and entertainment to U. S. troops manning the battle fronts.

•

U. S. Bureau of the Census released data based on the 1940 Census and for the first time gave figures on radio homes, revealing high percentages throughout the nation.

•

Full-Network Discount Plans become industry policy.

•

American international stations emerge as the recognized voice of truth in a skeptical world, as the U. S. government leases the outlets for the duration.

•

Ban on recordings by the AFM stirs network and independent outlet alike.

•

Powerful network key stations and lesser watters go on 24-hour basis to provide entertainment and news for war-workers.

•

Equipment pool formed in order to keep as many stations as possible on the air.

•

U. S. Supreme Court agrees to hear the FCC-network controversy resulting from proposed new regulations.

•

Outstanding Broadcasts

Assassination of Admiral Darlan, flash by CBS.
Allied invasion of North Africa.
Capt. Rickenbacker plane crash, rescue and his story.
Joint meeting of the British Parliament.

THE

GRAPE NUTS

FLAKES

PROGRAM

starring

Jack Benny

with

MARY
LIVINGSTONE

DENNIS DAY

ROCHESTER

and

yours

truly

DON WILSON

Written By

BILL MORROW and ED. BELOIN

(EVERY SUNDAY — SAME TIME — SAME STATIONS)

BOARD OF WAR COMMUNICATIONS

By E. K. Jett

Chairman of the Coordinating Committee of the Board of War Communications and Chief Engineer, Federal Communications Commission

THE activities of the Board of War Communications (previously called the Defense Communications Board) have been greatly intensified in all fields of communication since the outbreak of hostilities between this country and the Axis powers. During 1942, the Board and its Committee IV—Domestic Broadcasting—have given consideration to a number of special studies in the interest of broadcasting. Perhaps the most important of these have been plans looking toward the conservation of critical materials. These are listed for the record, as follows:

(1) Adoption of a policy which would deny future authorizations involving the use of any materials to construct or to change the transmitting facilities of any standard, television, facsimile, relay or high frequency broadcast station. This policy was incorporated in a Memorandum Opinion of the FCC dated April 27 and was the result of recommendations made by the Board on April 16. On September 22, upon its own motion, the Commission slightly relaxed its interpretation of this Memorandum Opinion to permit the granting of applications involving shifts in frequency in which no materials would be utilized other than quartz crystals, provided such applications involved no inconsistencies with Order No. M-146 of the War Production Board; involved no engineering conflict with any other application pending since February 22; involved no inconsistencies with the Commission's Rules and Regulations; tended toward a fair, efficient and equitable distribution of radio service; and was otherwise in the public interest.

(2) Adoption of Order 107 which effects a reduction of one decibel in the output power of all standard broadcast stations.

(3) Adoption of Order 94-A which suspended Section 3.71 of the Commission's Rules and Regulations with respect to minimum operating schedules for standard broadcast stations and established in lieu thereof a minimum operating schedule of one-third the total hours a station is authorized to operate between 6 a.m. and midnight local time.

(4) The requirement incorporated in Serial No. 58, "Notice to All Licensees of Standard Broadcast Stations," dated November 6, that each station in the standard broadcast service follow the principles set forth in the "Manual on the Adjustment of Standard Broadcast Transmitters" dated November 5, 1942.

(5) The preparation and carrying into force by the FCC of a plan to collect and disseminate to all standard broadcast station licensees information regarding surplus material available within the industry.

The War Production Board co-operated with the BWC and the FCC during the preparation of these conservation measures. During the early course of the studies, a vacuum tube questionnaire was circulated to all broadcast stations and the summary of responses was considered in an effort to determine the needs of stations for the ensuing year.

Manpower Problem

In an effort to relieve difficulties that a number of broadcast stations have experienced in obtaining adequately trained technical operating personnel, the Board recommended to the FCC that existing operator rules be relaxed for the duration of the war. This recommendation was adopted by the Commission and issued as Order 91. As an additional measure to assist standard broadcast licensees in their effort to solve their manpower problems, the Board through its committees prepared and forwarded to Selective Service and the War Manpower Commission lists of essential occupations within the industry.

To assist broadcast stations in the solution of technical problems created by wartime conditions, the Board prepared and distributed a manual entitled "Protection and Operation of Domestic Broadcasting Stations in Wartmie."

One of the Board's continuing studies has related to the possibility of developing a system of safe broadcast operation to prevent homing by enemy aircraft. In this connection, a number of experiments have been conducted by special committees of the Board in collaboration with the Army Air Forces, and plans are now ready for use when needed by the Fighter Commands.

NBC
"TIME TO SMILE"
with
Eddie Cantor

BOARD OF WAR COMMUNICATIONS

Washington, D. C.

The Defense Communications Board was created by Executive Order of the President on September 24, 1940, under authority of the Communications Act of 1934 (48 Stat. 1064), as amended. On June 15, 1942 a subsequent executive order changed the name of the Defense Communications Board to the Board of War Communications.

MEMBERS

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Chairman of the Federal Communications Commission
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Chief Signal Officer of the Army
CAPTAIN CARL F. HOLDEN
Director of Naval Communications
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of Treasury Enforcement Activities
Assistant Secretary
COMMANDER R. J. MAUERMAN
U. S. Coast Guard

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Assistant Director of Naval Communications
FRANCIS C. DE WOLF
Principal Divisional Assistant of the
Division of International Communications
CAPTAIN E. M. WEBSTER
Chief of Communications of the U. S. Coast Guard

COORDINATING COMMITTEE

The duties of the Coordinating Committee include assistance to the Board in planning and coordinating work. It will maintain liaison with the Law Committee, Labor Advisory Committee, and Industry Advisory Committee, for the purposes of advice and consultation and will supervise the work of the other committees, which will report directly to it.

Chairman
E. K. JETT
Chief Engineer, Federal Communications Commission
FRANCIS C. DE WOLF
Division of International Communications, State Department

COL. WESLEY T. GUEST
War Department
COMDR. FRANZ O. WILLENBUCHER
Navy Department
CAPT. E. M. WEBSTER
Chief of Communications,
U. S. Coast Guard

For Further Committee Listings Please Turn to Page 93

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FRED ALLEN

★

TEXACO

STAR THEATRE

★

CBS . . . Sundays . . . 9:30 P.M., EWT.

WALTER BATCHELOR, Manager

RADIO HELPS ARMY EFFICIENCY

By Lt. Colonel E. M. Kirby

Chief, Radio Branch, Bureau of Public Relations, War Department

AFTER a full year of wartime operation, the Radio Branch, Bureau of Public Relations, War Department, is performing the mission for which it was organized in 1941: "To aid radio broadcast agencies and the military establishment in the more efficient and widespread use of radio broadcasts and radio facilities to inform the public of Army activities." This basic policy has not changed during a year of war. In itself, this is a credit to democracy. The only limitations affecting it have been those requirements of national security that arise in time of war. Thus, all actual material is reviewed by the Army, the Office of Censorship, or by radio broadcasters themselves—co-operating in a voluntary censorship to prevent any leakage of valuable information which would offer aid and comfort to the enemy.

An operation such as that of the Radio Branch could happen nowhere else in the world. Certainly a good share of the credit for the success of the co-operative efforts of the United States Army and the American broadcasting industry must go to the broadcasters themselves. This country's broadcasters, and the American System of broadcasting, are living up to their high station in the nation's war effort.

Objectives

The Radio Branch exists to serve the Army, the War Department, public relations officers, networks and individual stations. It provides an orderly clearance point for Army broadcasts, and coordinates these efforts with the over-all public relations policy of the War Department. Its major objectives may be listed concisely: To show the public how the soldier lives; to show the logistics of global war; to show the American soldier has worthy allies; to promote understanding between the men in the fighting fronts and the soldiers of production; to maintain morale in the face of growing casualty lists. These are general objectives. But they are concrete. And they enter into every decision and recommendation the Radio Branch makes.

However, the primary test in all matters treated by the Radio Branch boils down to a single consideration: "Will it help win the war?" Looking toward efficient analysis of this consideration, the Radio Branch, as presently constituted, includes three sections: Planning, Broadcast Service, and Placement.

Planning Section

The Planning Section studies all available intelligence and analysis reports of the armed forces, and then develops the Army's public relations objectives via radio. In doing this it carries on both research and liaison functions. It furnishes the Radio Branch with suggestions on Army needs, objectives, and criticisms for the planning of radio campaigns. It maintains liaison with other branches of the Army's Bureau of Public Relations, the Office of War Information, the Coordinator of Inter-American Affairs, Navy, Marine Corps, and other Federal agencies, for Army representation in over-all Government radio campaigns. It prepares recommendations on radio problems where policy is not defined, and processes suggestions for the Broadcast Service and Placement Sections. It coordinates the radio work of the hundreds of Army public relations officers at camps and posts throughout the country by furnishing a weekly radio theme to give concerted purpose to hundreds of locally produced Army camp programs.

Broadcast Service Section

The Broadcast Service Section prepares Army material for radio presentation. Thus it performs many of the Radio Branch's script and research functions, for local, network or shortwave broadcasts. In coordination with the Planning Section, it prepares background material and fact sheets for Army campaigns. Upon solicitation, this section also offers constructive suggestions on programs presented locally from Army posts—although policy does not require clearance of this type of program through the Radio Branch. The Service Section

20th CENTURY-FOX **"ZIEGFELD FOLLIES"**

***On CBS for* CAMPBELL SOUP**

Rep.: WILLIAM MORRIS AGENCY

also maintains a Radio Script Exchange Library for the use of local PROs. Still another function of the section is a review of network programs involving Army participation, preparing reports on the manner in which Army interests are advanced and making recommendations for improvements. Finally, this section handles Radio Branch requirements in regard to musicians, recordings, actors and related production problems.

Placement Section

The Placement Section provides the effective distribution of Army radio materials. It therefore maintains liaison with the program, news and special events departments of the various networks, and with local stations, arranging broadcasts by high officials of the War Department and other military personnel. The Placement Section also handles all station relations in conjunction with "The Army Hour," the official program of the War Department, heard every Sunday for the duration, on NBC. In coordination with recommendations of the Planning Section, it furnishes undated factual material to some 700 local radio stations.

1942 Developments

Two developments of the last year deserve particular attention. "The Army Hour," the Army's official radio military mission, was inaugurated April 5, 1942. This program, which already has been cited in several listeners' polls as the best of the Government's war programs, is written and produced by Radio Branch personnel, with the active co-operation of NBC. It is radio fare of truly global character, telling a comprehensive story of the development of the Army of the United States into the greatest fighting force the world has seen.

Designed for an entirely different purpose, entertainment of American troops and personnel abroad, "Command Performance" now is rounding out its first year. Pure entertainment, thirty minutes every week, broadcast and rebroadcast by shortwave dozens of times each week to points all over the world, "Command Performance" is regarded as the greatest radio entertainment of all time. The program also is rebroadcast locally by transcriptions flown to countries around the globe where U. S. troops are stationed. It is broadcast over the home network of BBC and ABC in Australia; it is heard over local stations in Chungking, Cairo, Brazzaville, New Delhi, etc. It thus enjoys the greatest world-wide audience of any radio shortwave series. Far and away it is the favorite radio program of the fighting men abroad. It is their own program—they determine, by their thousands of letters, which of the nation's top-flight stars of radio, stage and screen will do their turns week by week. "Command Performance" also is serving as an excellent good-will emissary to the soldiers and civilians in the countries of our Allies.

America's domestic radio audience has had only one opportunity to hear this program. On Christmas Eve, 1942, in co-operation with the Office of War Information, the War Department presented a special hour-long "Command Performance" over all four networks. The production of "Command Performance" originated and regularly produced by the Radio Branch during most of this year, in December was turned over to the Special Service Division, which primarily is concerned with troop morale.

Army Programs

In addition to far-reaching co-operation in servicing Army-angle programs for all sorts of broadcasts, from local stations to national networks, the Radio Branch has had an active and continuing interest in several specific network programs. These include "Chaplain Jim" on the Blue Network; "Pass in Review," on MBS; "Cheers from the Camps," on CBS; "The Hour of the Victory Corps," a co-operative Government program directed at high school students who will be playing their part in the war effort, on the Blue.

The Radio Branch also has maintained its practice of servicing a multitude of women's interest programs with factual material and production assistance, as well as regularly making available undated feature material.

New Problems

The year 1942, has given rise to many great new problems, from the point of view of Army radio. Too, the first year of war has yielded outstanding success in the Army's radio efforts. There can be no doubt that this success was achieved only through the unstinting co-operation of the broadcasting industry as a whole, through its penetrating perception of the many problems involved. But the greatest days lie still ahead. The Army and its Radio Branch pledge unceasing effort to achieve and maintain their objectives. We give grateful thanks to American broadcasters and look forward to the continuing co-operation that will contribute to victory.

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PEPSODENT PROGRAM
PARAMOUNT PICTURES

RADIO GREAT AID TO THE NAVY

By J. Harrison Hartley
Chief, Radio Section Office of Public Relations, Navy Department

ON behalf of the Honorable Frank Knox, Secretary of the Navy, and Captain Leland P. Lovette, Director of Public Relations, it is a pleasure to pay a well-earned tribute to the thousands of victory-minded Americans from the ranks of radio who, throughout the past year, have never missed an opportunity to enhance the Navy's effectiveness, or to assist its aims and objectives.

Immediate Cooperation

On Dec. 7, 1941, within an hour of the attack on Pearl Harbor, a prominent radio executive telephoned the Radio Section of Navy Public Relations. It was one of the largest long-distance calls ever to be connected with Extension 5155 at the Navy Department. "Now that it's here," said the caller, "you fellows can be sure we are ready to do everything to be of service. Good-bye."

On Dec. 8, 1941, Admiral Chester W. Nimitz, then Chief of the Bureau of Navigation, was charged with recruiting men for the biggest Navy in our history, and of getting it into the fight in a hurry. The authorized strength of the Marine Corps was proportionately increased, as was that of the Coast Guard.

At that time the Navy, Marine Corps, and Coast Guard did not share in Selective Service, but depended entirely on volunteers. The public had to be educated. Whereas most people knew that the Army was made up of the Infantry, the Artillery, the Signal Corps, etc., comparatively few realized that 49 classes of specialized jobs existed in the Navy for men between 17 and 50.

The broadcasting industry—networks, stations, advertising agencies and talent—was asked to give tangible evidence of its voluntary offers to cooperate. Radio was asked to help fully to inform prospective recruits, as well as their mothers, wives, sweethearts, family and friends, of what the Navy had to offer in jobs, pay, allowances for dependents, health and insurance benefits, and training for a trade. Radio responded with a will, in every phase of its program content.

Just recently, Secretary Knox announced that the entire Naval Service now numbers more than one million three hundred thousand officers and men. It is entirely proper to say that the American broadcasting system is due an enthusiastic "Well done" for voluntarily contributing more than its share in recruiting these men.

Early in the Spring of 1942, the demand for binoculars for our ever-growing fleet was greater than the supply. The Navy decided to ask the public for their binoculars, as a loan for the duration. Once again, radio was asked to make known the Navy's needs to the public. The broadcasters called all listeners to battle stations; within a month a steady supply of binoculars was reaching the Naval Observatory.

On May 28, 1942, the Navy initiated a special drive for recruits to sign up as "Avengers of Pearl Harbor." This was almost entirely a radio effort, and the response was tremendous. It was decided that a mass swearing-in ceremony should take place on Sunday, June 7, at exactly 2:25 p.m., Eastern War Time, six months to the minute after the Japanese attack on our Pacific stronghold. At the prescribed time, Vice-Admiral Russell R. Waesche, Commandant, United States Coast Guard; Rear Admiral Randall Jacobs, USN, Chief of Naval Personnel, and Brigadier General Robert L. Denig, United States Marine Corps, administered the oath to more than twelve thousand five hundred men—almost five times as many as had ever been admitted to the Naval Service on any previous one day.

Original Ideas

But, aside from these specific instances, radio's contributions have by no means been limited to specialized requests originating with the Navy Department. Rather the reverse has been true. The radio industry has constantly come forward with ideas designed to promote interest in the Naval Service—through dramatizations, special musical programs, regular and shortwave pickups of Naval personnel, and other special features. These programs have resulted in first-class entertainment which has in turn promoted morale among civilian listeners as well as within the Naval Service.

The year 1943 will see a continuing and growing need for radio to serve as a connecting link between the men of the Naval Service and their loved ones at home—a close bond between the fighting men at sea and the millions of Americans who are backing them up. No other medium can do this job so well as the broadcasting industry.

AL JOLSON

RADIO INTERPRETS THE WAR

By William B. Lewis
Deputy Director, Office of War Information

WHEN the history of radio's part in this war is written, one of the brightest chapters will record how wholehearted and intelligent has been the co-operation volunteered by all branches of the broadcasting industry. In the short space of a year, American radio has placed its powerful facilities behind the war with sweeping success, giving its listeners the important war information and direct messages that a well-informed public must have.

Speaking for the Office of War Information, I voice sincere appreciation not only of the efforts by the country's 930 broadcast stations and its networks, both national and regional, but also of the other important elements, the advertising agencies, sponsors, transcription companies, writers, producers and the wide range of radio's talent, all of which are contributing to the strength and greatness of the industry.

The job of disseminating war information is performed by the radio industry itself. The OWI Domestic Radio Bureau, except in a few special instances, has never attempted to do that and doesn't intend to try—for the plain reason that we could never do it so well as the men and women in the broadcasting business are doing it now. Our work confines itself to guidance and co-ordination, to supplying the basic information that radio disseminates. And, with intelligent co-operation of the high type we've received during 1942, it seems inevitable that our work will be of continuing success.

OWI Functions

The Domestic Radio Bureau has two main functions. The first is to co-ordinate wartime radio activity. All programs prepared by other Government agencies are channeled through the OWI, thereby assuring accuracy of information and elimination of much listener confusion such as existed before this mechanism of radio co-ordination was set up. Our second and equally important function is to provide the industry with factual material on war issues and war needs which may be integrated into both network and local station shows; to give advice on the relative importance of various war messages; and to recommend that the industry undertake certain types of programming which our surveys indicate are needed by the public for a fuller understanding of the war.

From this, you may see that we maintain a flexible working arrangement with the industry, the success of which depends upon the initiative and conscientious assistance of all radio people. The OWI has not asked nor wanted to ask, for funds to put on—as Government projects—any large number of programs dealing with war information. There are two important reasons for the policy. First, we have felt it best to make use of the multiplicity of talent and types of programs which today enjoy such vast audiences. Also, the creation of a vast number of sustaining programs could not conceivably reach so great an audience as that enjoyed by top-ranking commercial and sustaining shows which have already placed themselves at our disposal.

War Interpretation

Therefore, after the Domestic Radio Bureau has interpreted war information needs to the industry—often with suggestions and recommendations reached in collaboration with veteran broadcasters who serve on our several advisory committees—it is then up to the networks, the advertising agencies, and the individual stations to carry the ball.

The networks, of course, enable us to reach the most listeners at one time. Since last April we have been allocating definite messages to various high-ranking shows on all four national chains, thereby reaching enormous audiences. We are now inaugurating a special assignment plan whereby we may work in direct conjunction with high-rating shows, using them to clarify many aspects of the war, and supplying for them material specially tailored to their individual formats.

Agencies and sponsors who handle all types of commercial programs, from daytime serials to elaborate night-time productions, have been equally co-operative, placing at our disposal much of their purchased air time whose dollar value runs into millions, whose actual value to the war cannot be over-estimated. They have provided us with the nation's best talent to carry our war messages, written by the nation's best

Please Turn to Page 59

"Fibber McGee and Molly"

EIGHTH YEAR FOR THE MAKERS OF JOHNSON'S WAX

RADIO ALL OUT FOR VICTORY

By David Sarnoff
President, Radio Corporation of America

W-A-R is the three-letter call under which all radio, from research to manufacturing, from domestic broadcasting to world-wide communication, operated in 1942. Because of war, no other year in radio history has been so packed with activity in communication and scientific research.

Consolidated in the war effort for Victory tomorrow are all the wonders and skills of yesterday and today. We must not slacken in the all-out effort in 1943. Over-confidence must be guarded against until the war is won and peace is made secure; for, though the war situation is far brighter than a year ago, there is a hard road ahead.

Important New Inventions

To meet the demands of war, important developments and new inventions have been rushed to completion. Normally, many of these accomplishments might require years to reach practical service. Radio's scientific achievements in 1942 are guarded by military secrecy.

The Army, Navy and Air Corps have been equipped with radio apparatus unsurpassed in efficiency. Americans will be proud of the research workers and engineers, and of the production men and women when, after the war, the service radio has performed for the fighting arms of this country is made known. Dramatic and historic reports will come from the communication men on their part in the war. And, when Peace opens the microphone for wartime revelations, radio broadcasting, too, will have interesting facts to tell.

In every branch of its activity, the art is far surpassing its historic achievements in World War I. In modern warfare the tide of battle flows to the side on which science, engineering and production are most strongly allied. Radio in 1942 played an important part in turning the tide of victory to the United Nations.

Radio In War Machines

The press has published photographs of great ships being launched, massive tanks rolling down the production lines, fighter and bomber planes roaring aloft to combat, destroyers and submarines protecting great convoys and Commandos attacking an enemy-entrenched beach. These pictures reveal that the warring monsters manoeuvre with remarkable precision. But the pictures give little or no clue that radio is an important segment in the brain of these engines of war. An antenna is usually the only evidence that radio is aboard. Yet, it is radio which gives these armored monsters their ears and eyes, and even their sense of direction. The equipment they contain, and how it is used, remains a war secret within their iron hulks and hulls.

Communications—The Life Line

Ashore, the infantry operates radio as a lifeline of communications. Even the advance units supplement their portable radio stations with self-contained pack stations popularly called "walkie-talkies." The achievements of the AEF North African invasion demonstrated the efficiency of the U. S. Signal Corps and Navy Communications—both operating in perfect harmony were described as "immensely vital to such fast moving and spectacular offensive." Naval communications won high commendation for the efficiency and dispatch with which it handled American vessels in the armada of 850 warships and transports that reached the African shores.

Radio coordinates and speeds modern military action; it is the one factor which has made blitz possible in warfare, and then made possible an effective defense against that blitz. Radio in itself is speed. It travels at the speed of light. Its wavelengths cannot be cut, bombed or blasted. A "walkie-talkie" can project a message into the air from underbrush, from a forest, or a hill top. No power on earth can stop its winged flight.

Radio's Role Vital

These are only a few of the parts played by radio in this war, but they indicate the vital role of this great new art. With-

☆ ☆ ☆ ***Radio On To Victory*** ☆ ☆ ☆

out it global warfare would have many a "lost battalion," "lost fleet," and "lost battlefield." Radio coordinates the combined effort and brings the long and scattered battlefronts into focus. Admiral Halsey, in the southwest Pacific, is no further away in communication, from headquarters in Washington, than General Eisenhower, in Africa. Admiral Nimitz and General Emmons, at Hawaii are in the same quick contact with Washington as the Army men in the Aleutians, Iceland, or Panama. Radio puts them all on a direct and practically instantaneous line. War correspondents have reported how the American army erected a powerful radio transmitter during the landing operations in Africa, first to calm the local population and enlist the aid of the natives.

These illustrations of radio activity in the war may convey some idea of the scope of the work that has been in progress in the manufacturing plants and on the wavelengths during the past year. To equip every bomber, ship, motorized unit and field base with radio has been a herculean task. The American radio industry, which in peacetime produced millions of radio sets and hundreds of millions of radio tubes, has met the challenge superbly, as evidenced by the Army-Navy "E" flags flying over many radio factories.

On All Fighting Fronts

Radio has been put on the many fighting fronts by the production workers. Throughout the year they have toiled day and night to equip the United Nations with the finest radio apparatus in the world. Radio manpower, working hours, production methods and communication were geared every day of 1942 to the winning of the war. Production of civilian radios ended in the Spring of '42. As early as 1939, following outbreak of the war in Europe, the RCA Manufacturing Company had begun conversion from a commercial basis to war production.

The use of radio in the war and of radio-electronic devices in the war-effort of industry, to speed production and increase efficiency, has brought new recognition to the word electronics, which was born of radio.

For years, the radio industry has manufactured more than 100,000,000 electronic tubes annually. Radio tubes which produce electrons, control them and harness them to service in communication and industry, have become the heart of electronics. These tubes have paved the way for major advance in the radio art for the past two decades, including broadcasting, short-waves and television. It has opened the micro-wave spectrum which borders on the frontier of light. In the electron microscope, it has even passed beyond this frontier, to utilize the electrons as "light beams" infinitely smaller than the rays of light themselves.

Role of Television

Television, operated by NBC in New York, has played an important role in air raid instructions and civilian defense. Its laboratory status is a war secret, but those confident of the success that marks wartime developments, expect television to emerge from this war in such form as to make possible a great post-war industry.

Television, however, is not radio's only post-war promise. The useful services of radio will be broadened far beyond the communication field, into such realms as the RCA Electron Microscope, radio frequency heating, supersonics and no end of applications made possible by the development of new radio tubes, especially those designed to send and receive micro-waves—tiny waves measured in centimeters.

Versatile Radio Waves

The application of radio frequency heating to speed industrial processes and at the same time increase their efficiency, is rapidly coming to the fore. Radio waves may now be used to heat, dry, glue, stitch, anneal, weld, rivet and even to deactivate enzymes. This new field is known as thermal radio, or radiothermics. It can laminate an airplane propeller in minutes compared to hours required by ordinary heat and pressure methods. Radio high frequency "furnaces" are a post-war prospect. In them railroad ties will be seasoned quickly and "cakes" of textiles dried uniformly. Even rubber may be "radio-cemented" to wood or plastic; cloth stitched and seamed by radio heat; metals hardened; plywood glued and fresh vegetables deactivated without loss of flavor or color. The possibilities in this new thermic realm of radio are unlimited as indicated by remarkable advances in RCA Laboratories during the year.

Everybody Informed

Radio broadcasting in 1942 distinguished itself in many fields of useful service. From hour to hour it carried to every listener, the running story of the war. It has kept America informed.

The long distance voices in London or Cairo, Moscow or Melbourne, Algiers or Calcutta, have been as clear as if uttered in Radio City, New York. Radio report-

Bud Lou

ABBOTT *and* COSTELLO

On The Air

Thursdays—NBC

For CAMEL CIGARETTES

★

On The Screen in

UNIVERSAL PICTURES

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Exclusive Management

EDWARD SHERMAN

New York Philadelphia Hollywood

ing is one of the outstanding contributions of science in keeping the American people in contact with their allies overseas.

At home, broadcasting in 1942 vastly increased its program services. Thousands of announcements were broadcast urging war bond purchases or telling the public about the special needs of the Army, Navy, Marines, Air Corps, Red Cross, USO, the WPB, OPA and similar agencies. In addition, hundreds of entertainment and news programs have been directed to the service men, while many other shows have originated in training camps.

Shortwave Activity

Supplementing nation-wide broadcasting on an international scale, America has continued to develop short-wave stations which have proved their great worth during the past year. Through these stations news and information have been broadcast. Short waves have linked the United Nations; they have actually "poured" news into invaded countries. An outstanding example of the usefulness of short waves is found in President Roosevelt's broadcast in French to the French people, on November 7, when he assured France in connection with the AEF invasion of French Africa, that the United States aimed to free it from the Nazi yoke.

Radiophotos are on the wing from more points on the map than were possible a year ago. RCA, New York, now receives and sends pictures from London, Stockholm, Cairo, Moscow and Buenos Aires, while the terminal at San Francisco plucks pictures from space from Melbourne and Honolulu.

U. S. System Second To None

Only the end of the war can reveal the great part the communications men have played, and how fortunate America is in having a world-wide radio system second to none in coverage and efficiency. It is a thrill to see messages from across the seas roll out of the automatic tape recorder at many times the rate before the war. In World War I, reception at 30 words a minute on an overseas circuit was considered fast.

The bulwark of all this achievement in radio communications is scientific research. An all-important center of this research is the new RCA Laboratories opened in 1942—dedicated to help win the war by giving America's fighting men the greatest resources of science, engineering and production. When peace returns, the same men of science will devote the results of their wartime research to develop new and useful products and services for the post-war era. Radio serves the nation in peace as well as in war.

RADIO INTERPRETS THE WAR--CONTINUED-- *By William B. Lewis*

radio writers, to the nation's biggest radio audiences. Their patriotic eagerness has been characteristic of the attitude that pervades this entire industry . . . a willingness to do more than one's share if it will only bring peace that much nearer.

I have high praise, too, for the local stations, serving every corner of America. They take the fundamental material and suggestions issued by the OWI and harness them effectively into local programming. Those with network affiliations have heavily supplemented the war messages on network shows with their own local efforts. With the start of 1943, we have established a new plan by which every station in the country is sent a weekly package of spot announcements voicing the most timely war messages requested by Government agencies. In this way we expect to secure maximum results with a minimum amount of air time.

OWI 1943 Aims

Looking ahead into 1943, I think our further activities are rather well defined. All of our plans are beginning to fit together into a logical pattern, aimed only at the best utilization of the facilities which the radio industry is so freely making available to us. We hope for a number of definite things: (1) that broadcasting continue its broad scope, maintaining the largest possible audiences so that they may be reached quickly and efficiently whenever the need arises; (2) that no serious changes be made in radio's entertainment functions which might cause a loss of audience; (3) that we reduce rather than increase the number of war messages now on the air, providing that those aired are better and more effective; (4) that all broadcasters exercise intelligent initiative when working war messages into their shows, with less brush-off treatment and more striking presentation; and (5) that more surveys and checks of audience reaction be undertaken to determine what methods of approach bring best results.

After fourteen years on the air, a guy owes so much to so many!

Thanks, m'friends.

Arthur Godfrey

RADIO HELPS FINANCE THE WAR

By Vincent F. Callahan
Director of Radio and Press, War Savings Staff, Treasury Department

SO many important things have happened in 1942 in connection with the promotion and sale of War Bonds and Stamps that it is almost impossible to sum them all up in any reasonable number of words. Especially is this true of the spontaneous co-operation of the radio industry with the War Savings Program.

The radio industry—networks, affiliate stations, local stations, sponsors, advertising agencies—more than any other medium of public information was responsible for the fact that the people of the United States had invested $9,908,417,000 in War Bonds as of October 30, 1942. Even more astounding is the fact that the radio industry has hammered home the message of payroll savings so well that, as of November 15, 1942, approximately 25,000,000 working men and women were buying Bonds out of salary to the tune of about $300,000,000 a month!

Name-Changing

Another fact that is so obvious that one almost overlooks it is the acceptance of the name "War Bonds" in place of "Defense Bonds." Within a few hours from the time that this change was decided upon—in May, 1942—the radio industry had achieved the miracle of changing the name of a major product. So subtly and so completely was this change effected that the American public overnight almost forgot that War Bonds ever had been called anything else.

And the radio industry must take another deep bow, for selling as well as promoting the sale of War Bonds and Stamps. From the time in July, 1942, when radio stations began acting as issuing agents for the sale of War Bonds, sales achieved through this medium have leaped so rapidly that any figures we might attempt to publish would be out of date by the time this article goes to press.

Promotion

As regards promotion, there are several phases in which the radio industry is co-operating. In every phase this co-operation not only is magnificent but wholehearted. For example: one minute announcements, directed to various groups—general, women, foreign language and farmers. As a result of personal contact, the telephone and the United States mails, the radio industry told us that live announcements were swell for the farm audience, housewives and the foreign lauguage audience. But, we were told, transcribed one-minute announcements would do a better job with the general listening audience. Details followed. The consensus of opinion among station managers was that most effective would be dramatized spots and recorded statements by average, patriotic Bond buyers.

War Savings Copy

Next step was a call for help to the men who write our War Savings copy—G. W. Freeman, Ed Clark and Harry Marschalk, of Marschalk & Pratt. "Easy," said they and dug up the research and prepared the copy. Next step was a call for help to another consultant on War Savings copy—E. J. 'Ev" Grady, Vice-President of Ruthrauff & Ryan. We got as far as saying "Ev, we need some help . . ." The next thing we knew, Ruthrauff & Ryan's Jim Tennyson and Tommy Victor were casting and producing the finished product.

As every other carefully conceived product of the minds of the radio industry, these one-minute transcribed War Bond plugs were an immediate success—so successful that the Office of War Information has adopted the idea of one-minute spots for all Government agencies! Of course, the one-minute spots are merely one small indication of the co-operation of the radio industry with the War Savings Program. We can add to the list of successes indefinitely: commercially sponsored network programs; special event broadcasts ("Bond Night on the Blue" clicked off sales of over eleven million dollars as the result of only 6¾ hours' broadcasting time); network programs sponsored by and for the Treasury Department; specall transcribed programs for all stations.

"Treasury Star Parade"

Speaking of transcribed programs brings to mind, naturally, the "Treasury Star Parade." This series of transcribed programs is still another example of a "success" born of the suggestions, comments and criticism of all the component parts of the radio industry. From the "borning" of the "Treasury Star Parade" idea, Bill Murray, of the William Morris Agency, as director, and William A. Bacher, as producer, next took the ball.

Thinking of you

KAY KYSER

Exclusive Management
MUSIC CORPORATION of AMERICA

The final result is that 833 radio stations are broadcasting three of these 15-minute Star Parade programs weekly! But that's leaping over the facts—and co-operation—which have made the "Treasury Star Parade" the most popular transcribed series in the history of radio. More important, however, is the fact that the "Treasury Star Parade" is now a part of the living history of our United States.

Star-Studded Talent

With Bill Murray and Bill Bacher at the reins, the talents of the greatest writers in America were enlisted. Here are just a few names—Thomas Mann, Stephen Vincent Benet, Arch Oboler, Paul Gallico, Thomas Wolfe. The talents of the greatest actors and actresses in America were enlisted to give living fire to the burning words of those authors. Let me list, again, a few names: Bette Davis, Lionel Barrymore, Helen Hayes, Orson Welles, Elisabeth Bergner, Edward G. Robinson, Fredric March, Henry Hull, Tallulah Bankhead, Lynn Fontaine, Alfred Lunt, John Garfield, Judith Anderson.

Secretary Morgenthau has expressed the meaning of the "Treasury Star Parade" perhaps better than anyone else. In his foreword to the book of the "Tresury Star Parade"—the 27 most popular scripts—Secretary Morgenthau says:

". . . we at the Treasury decided that we could succeed with our financing only if the people themselves were aroused to the realities of the war and to the deadliness of the peril in which they stood. Accordingly, we enlisted the giant resources of the radio . . . with the recorded 'Star Parade' programs in which sketches, and others like them, reached the ears of listening millions.

"We left it to the great writers, dramatists and artists to utter the undying truths of liberty and love of country, and in a way that would speak for free men of all ages, in all countries, at all times. We left it to the American people to respond with the purchase of War Bond, and we have not been disappointed.

". . . . this achievement grew spontaneously out of patriotic teamwork between the Treasury and the broadcasters, between the Government and its free citizens."

"The Song Parade"

"The Song Parade," produced by Everett G. Opie, of the War Savings Staff, is another example of a successful transcribed series which, in Secretary Morgenthau's words, "grew spontaneously out of patriotic teamwork between the Treasury and the broadcasters, between the Government and its free citizens." Here, the artists are the most popular singers of the radio industry; and their voices, in song and with a message of War Bonds, regularly reach the listening audiences of 868 stations. Just listen to a few names of the "Song Parade": Barry Wood, Frank Parker, Bea Wain, Lanny Ross, Joan Edwards, Mildred Bailey, Morton Downey.

Other War Bond Shows

And still we have barely tapped the subject of the magnificent co-operation of the radio industry with the War Savings Program. There's the hour program, "Over Here," produced by Bill Murray and directed by Bill Bacher, and heard over the Blue Network, on Saturdays; there's the "Saturday Night Bond Wagon," produced and directed by Bill Rainey, and heard over the Mutual Broadcasting System; there are the Little Jack Little, Horace Heidt, Tommy Dorsey programs heard over the Blue Network; the Alvino Rey series of "Salute to States" programs heard over MBS. Also, during 1942, we had on the air "America Preferred," until May 3, and the American Opera Festival from May 7 to June 18, over MBS; and "For America We Sing," until April 27, over the Blue Network.

Who can forget the success achieved—due mainly to the radio industry—of such War Bond campaigns as Minute Men, Payroll Savings, Retailers for Defense, Band Leaders Enlistment, Pledge, Quota, Ten Per Cent, Schools at War, Women at War, and Top That Ten Per Cent by New Year's.

Tribute to Staff

And, while I'm handing out credit where credit is due, I'd like to pay tribute to the members of the Radio Section of the War Saving Staff. They have been largely responsible for the fine coordination with the radio industry of our undertaking. In a way, this tribute is a "goodbye"—for the duration—to four of the staff who now are with the armed forces: Charles Jewett Gilchrest, my assistant and Chief of the Radio Section, who now is Lieutenant Gilchrest, USNR; Gerald Patrick Flood, Chief of Station Relations, who also is a Lieutenant in the United States Navy; Lloyd Dunning, Chief Copy-Writer, an Ensign in the USNR; Frank King, who also enlisted in the Navy.

Still on hand and carrying the War Savings ball are: Marjorie L. Spriggs, who now is Chief of the Radio Section; Emerson Waldman, in charge of Foreign Language and Farm Programs; Morton A. Milman, Chief of Special Events; Jules Alberti, Chief of Station Relations; Everett Opie, Chief, Transcriptions; Ruth Girard, Estelle Broderick and William S. Rainey, in charge of our New York office.

Ginny Simms

Dear Uncle Sam:

Current Hooper Survey reports show, our Tuesday night series for Philip Morris *Number One* of all War-Effort programs, 80% ahead of the second ranking program.

This is to thank you, Uncle Sam, for air that will still belong to a free people long after the Nazis have forgotten what so proudly they heiled . . . and to express my gratitude to you for providing the servicemen guest stars who have made our program possible.

Gratefully,

"Ginny" Simms

P.S. May I add a special "thank you" to Lieutenant Colonel Ed. Kirby and staff of the Radio Branch of the War Department Bureau of Public Relations, and to Jack Hartley and staff of the United States Navy.
G. S.

RADIO CENSORSHIP IN WARTIME

By J. Harold Ryan
Assistant Director, Office of Censorship, Washington, D. C.

WHEN war came to this country on December 7, 1941, the broadcasting industry was faced with another of those situations in which it has found itself so often. This was to be the first time in the history of American broadcasting that it had to operate in a country at war. Every move to be taken was without precedent, but precedent was being created for the future.

When the Office of Censorship was established by executive order on December 19, 1941, a provision was made for placing broadcasting and the press under voluntary censorship. Under this plan, the manager of a broadcasting station and the editor of a newspaper was his own censor and responsible for the effect of anything broadcast or published by his medium.

Voluntary Censorship

The Office of Censorship brought out a Code of principles, first published on January 15, 1942. Based on experience, two revisions to the original Code have been issued: one on June 15, 1942 and the most recent on February 1, 1943. If the station manager, the voluntary censor, had any doubt about any material, he was asked to measure it against the principles of this Code and to decide whether it ran counter to any of the suggestions in the Code. If it did, it was not to be broadcast. The test of the availability of the material would be "Is this information that I would want to know if I were the enemy," and if the answer was "yes," then the broadcasting of such information was to be avoided.

This theory is a far cry from the actual methods observed by broadcasting in other parts of the world, where almost unanimously broadcasting is owned and controlled by the state. The plan adopted in this country serves only further to high-light the freedom of our institutions and to preserve, even in wartime, every possible freedom of speech and expression that can be saved without imperiling or threatening the Nation's war plans.

Broadcasting stations unanimously accepted the idea of this voluntary censorship and pitched in with a will to make it work. There were some early casualties that were real sacrifices on the part of broadcasting stations in their efforts to serve and satisfy the public. The popular programs built around street interviews, disappeared from the airlanes. The mention of weather was so restricted by necessity, that it became practically non-existent on the air. Audience participation programs and the very popular request type of broadcasting were hedged about with restrictions. Yet, with all of these curbs, it was felt that the broadcasters are of a sufficiently ingenious character that they would make broadcasting work under any difficulties and they would so gauge their output as to continue to give the American public what it has always enjoyed—the very best radio entertainment in the world.

Unanimously, radio station managers were determined that broadcasting would not be guilty of releasing any information that would damage the war effort of the country. They were equally determined that the high entertainment content of radio programs should not suffer through war's restrictions, realizing that broadcasting could have a tremendously favorable influence on the morale of the people.

Industry Assistance

This office is very grateful for the assistance rendered it in the early, groping days of censorship by many of the leaders in the industry. Their valued advice and counsel was sought in shaping the original code and when this code was ready for publication, it was submitted to representatives of the various segments of the industry and their further opinions sought. These opinions were utilized to the fullest extent possible.

We believe that history will record that in the first year that the United States was engaged in World War Number Two, the American broadcasters did a superb job of self-censoring. Mistakes have been made. Who has ever tried out a new program without making some blunders? Most errors have not been intentional and their commission has been the signal to take steps that would prevent a recurrence. The ever-changing personnel at the stations, occasioned by the war's demands on man power, has furnished a problem that has been difficult to handle. During this first year, the United States has been engaged in the battle of the

BACK TO RADIO

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Coral Sea; the battles of the Solomons; the invasion of North Africa. In these instances and countless others, broadcasters have refrained from giving any news of benefit to the enemy. The surprise of the Axis powers on the invasion of Africa was almost complete and this result could never have been achieved without the loyal support of broadcasters and newsmen to voluntary censorship.

We have established on the radio desk in the news department of the Office of Censorship a monitoring system whereby we can listen to the programs of the four major networks. We have a man on duty on this desk from the opening of the office at nine in the morning until one o'clock on the following morning. Incidentally, this office can always be reached by telephone, as our operators have instructions to ring members of the staff at their homes in the period between 1:00 and 9:00 A. M.

In the monitoring of network programs, particular attention has been paid to the commentators, to whom we listen at the rate of from sixty to seventy each week. In the main they have done a good job and have usually exercised care in omitting from their scripts items that would be dangerous to National security. However, they are news men, with a keen scent for anything that constitutes news, and on occasion it is necessary to remind them that war does not mean "business as usual" on the news desks of the country.

Foreign Language Broadcasts

There has been an understandable reluctance to make any great changes in the presentation of programs over the air in languages other than English. Our polyglot programs have continued under self-policing. A total of about 150 radio broadcasting stations are giving programs in twenty-six languages. To assist the stations in handling this difficult problem, this office has established a foreign language section. We have monitored many of the foreign language programs, have translated them, compared what is actually said on the air with the scripts, and have been able to offer to the stations what we hope is constructive advice in the handling of their problems. We have located some violations of the Code. The careful operation of this section for five months leaves us with the feeling that the foreign language programs are under much better control than they were a year ago.

Recently we have undertaken a spot check-up of individual station commentaries or analyses and individual station newscasts which may be re-written from the items carried on the standard news wires. This program has been undertaken solely with the desire to be of assistance to the censors in their voluntary task. The stations have cooperated most satisfactorily and efficiently.

Future Efforts

With increasing numbers of American troops stationed all over the globe, with lengthened supply lines to serve them, with the increasing tempo of production and military effort, 1943 requires of the broadcaster renewed effort, to assure the success of this unique voluntary system of censorship. Re-doubled care must be exercised to see that no damaging information of any character escapes from the antennaes of the United States. Alertness must be exercised, to be constantly on guard against any infraction, however slight, of the Code of Wartime Practices for American Broadcasters. One hundred per cent perfection is what we must at all times aim for, because even a one per cent failure entails prospects too horrible to be contemplated. It must never be said of American broadcasters that they have in any way endangered the life of a single American soldier or sailor.

Any account of the activities of censorship during 1942 would be incomplete without a tribute to those staff members who have given loyally and without stint towards its operation. Stanley Richardson, who was the first assistant to be added to the office, back in January of 1942, is now the manager of the London office of the National Broadcasting Company. In addition, our staff has included: Robert K. Richards, who came to us from the production managership of Station WSPD, Toledo, Ohio; Eugene Carr, loaned to the Office of Censorship from the position of assistant manager of WGAR, Cleveland, Ohio; Charter Heslep, on loan to us from the news office of the National Broadcasting Company in New York City; Edward Bronson, who came from WCOL, Columbus, Ohio, where he was program director and vice president; and Lester Halpin, who is on leave from KOIN, in Portland, Oregon, where he was news editor. To all of these men, as well as to more than 900 voluntary censors, the Office of Censorship makes grateful acknowledgment of its debt in a time of unparalleled National stress.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Truth or Consequences

HELLO THERE,

AND Thanks to all the NBC Stations on our Truth or Consequences Network for the help you fellows gave us in our million dollar war bond consequence. And our apologies for the switchboard headaches that resulted from the copper penny consequence.

Yours for Victory,

Ralph Edwards

P. S. Uncle Sam is very happy. So am I.

RADIO HELPING FOOD PROGRAM

By Wallace L. Kadderly
Chief of Radio Service, U. S. Department of Agriculture

"THE Secretary of Agriculture . . . is authorized and directed to assume full responsibility for and control over the nation's food program. . . ." From the White House December 5th, 1942, came this Executive Order of the President. And with this order new responsibilities devolved upon not only the Secretary of Agriculture but also upon American broadcasters. For without the assistance of radio neither the Secretary of Agriculture nor anyone else can successfully administer the nation's program for food, one of the most potent weapons of the war. This is a plain and simple fact. It is not a plea for cooperation. Secretary of Agriculture Claude Raymond Wickard and the Department he heads are now and have been receiving marvelous cooperation.

Action

After Pearl Harbor, when Secretary Wickard boosted the already-record goals for production of specific farm commodities, many broadcasters said in words and action . . . and many others said as plainly by action alone: "Tell us what you want us to do. We've worked *with* you in the past. For the duration, we're working *for* you."

I believe we have thoroughly understood the meaning of these words and actions. American radio was not deeding its facilities or its freedom to an administration of Government or to a program or to anything else. It *was* rededicating its services to the free people of the United States—yes, and to the people of the world . . . so that our nation and our freedom—including our precious freedom of expression—might survive. We appreciate and respect that concept.

Advertisers' Aid

In this war American radio is not and should not be a mere funnel through which the official statements of Government reach the people. We do not consider it so. Rather, radio is a force in itself, its people capable and willing to use their brains and skills to report what needs to be reported, to sell the ideas that must be sold, to get the action that must be taken by the people to WIN THE WAR. Every week since a very short time following Pearl Harbor, we have written to a long list of farm broadcasters, telling them the Department's current objectives, forecasting future moves whenever possible, enabling our radio war-partners to give their best individual efforts to our common cause with the necessary assurance that they are pulling *with* the war leaders. They, in turn, have given us many excellent ideas and suggestions. Among other things, they led us to our first significant liaison with the nation's advertisers—a liaison which does not affect our basic relationship with the licensees and networks but does enable advertisers to throw their weight behind the right wheel.

Radio's Cooperation

Cooperation between the radio industry

FRED WARING

and his

PENNSYLVANIANS

•

4th YEAR

•

Chesterfield Pleasure Time

•

Management, John O'Connor
1697 Broadway
New York City

and the Department of Agriculture takes many other forms:

Hundreds of individual stations carry regularly scheduled broadcasts of USDA War Boards and of individual agency-members of the Boards (AAA, Farm Security, Soil Conservation Service, State and County Extension Services, Farm Credit agencies). Some of these programs are regional network offerings.

Hundreds of broadcasters regularly aid the Department-prepared scripts: "Homemakers' Chats" and "Farm Flashes" (in many States these scripts are localized and distributed by State Extension Services).

Many women's broadcasters receive and build programs with the help of "Radio Round-up on Food", a background service similar to our weekly memorandum to farm broadcasters.

Through OWI, probably every station has received and used specific messages and/or background material for adaptation, supporting the agricultural war job.

Stations from coast to coast carry the Blue Network's "National Farm and Home Hour" (daily) with information supplied by USDA; and Columbia's Country Journal (CBS weekly) to which the Department contributes information frequently.

Special network broadcasts by the Secretary and members of his staff . . . invariably there's a special reason for one of these special requests for time and invariably the radio industry makes its facilities available.

Occasionally, and for specific purposes, the Department issues electrical transcriptions. Usually, these are scheduled in lieu of other regular scheduled Department information.

The Farmer's War-Role

The man whose "food will win the war and write the peace" sounded reveille on the food front; he believes that in democracy, understanding by the people produces action by the people. His use of radio and his Department's use of radio is—in a completely literal sense—a big part of wartime administration. Farmers of the United States made 1942 their greatest year in their great history of production. In 1943 they have an even greater task to perform. We must keep them thoroughly informed as to the size of the job, the changes that are bound to develop, and the services available to them. That's basic in administration of the food program.

The Consumer's Role

With the new, unified command on the food front, another basic part of food program administration will be information dealing with food processing, distribution and consumption. Secretary Wickard, in his first radio-press conference after receiving his new powers in the food program, emphasized that radio and the press can do tremendous good by informing housewives of food supplies, allocations, and ways of using available food to best advantage.

Housewives can save food—thus lighten the load on farmers, processors, distributors, railroads.

A pound of food saved is a pound of food produced, processed, distributed. We've got to stop food waste.

But that's not all. Don't forget production. We must have great quantities of the right things. We must make the best possible use of land, labor, materials, processing services, transportation to produce the foods most needed; and it will be necessary to hold down on some products in order to get the needed quantities of the right things.

To win the battle of food, we must have a smooth flow of food from field to kitchen, from field to mess kit.

Radio's job begins with the planning of the farm work, continues through the whole production line to the table.

The battle of food is a challenge to the entire nation. It's a challenge to Radio.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

3rd YEAR
FEENAMINT'S
"DOUBLE OR NOTHING"

Over the Largest Commercial Hook-up in Radio

SPONSOR: Pharmaco **AGENCY: Wm. Esty Co.** **NETWORK: Mutual**

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Singing Star

FRANK FORREST

American Tenor

Announcer

ALOIS

HAVRILLA

Musical Director

NAT BRUSILOFF

PRODUCER
Harry Holcombe

PUBLICITY
Zac Freedman

RADIO'S TWENTY YEAR CLUB

By H. V. Kaltenborn

"WHAT are you going to do to celebrate your twentieth anniversary on the air?"

NBC's Press Department was looking for a story. The question found me trying to reconcile the latest Berlin communique with my war map. I tossed off the first answer that came into my head: "Organize a Twenty-Year Club." The Press Department told the world and I had to make good.

That, my radio brothers, is the true story of how the club was born. But, great discoveries and great institutions often result from accident.

As I began to seek eligible members I realized that here was the living history of radio broadcasting. The biographies of those who had been actively associated with radio broadcasting for at least a score of years told a fascinating story of growth and achievement.

These men and women have pioneered in the greatest mass communication medium humanity has known. Surely it was worthwhile to summarize the life stories of radio's pioneers in printed form. For here was the history of radio broadcasting by the men and women who made that history. Hence the Twenty Year Club Book which summarizes the story of their contribution to the origin and development of radio broadcasting.

It is a roster of 84 broadcasting executives, engineers, writers, and performers whose association with radio goes back to crystal set days and beyond. Some fourteen are already eligible for a Thirty Year Club.

Twenty-three members were wireless operators on shipboard in the first World War. Most of these had been youthful "ham" operators. Twelve began as writers, eleven as station executives, nine as performers and five as announcers.

Dean of them all is David Sarnoff who began his memorable radio career as a junior telegraph operator with the Marconi Wireless Telegraph Company in 1907.

Since the 1942 edition of the Twenty Year Club Book went to press more than thirty additional veterans have qualified for membership. Their radio biographies will be included in the 1943 edition of the Club Book. Publication of this second edition is expected to coincide with the Club's first anniversary which occurs on April 4, 1943.

The Club was established at the dinner tendered to me by the National Broadcasting Company at the Harvard Club of New York City on April 4th, 1942, to celebrate the twentieth anniversary of my first broadcast. This was a discussion of the then current coal strike carried on a station operated by the Fort Wood Signal Corps of the Amateur Radio Reserve. It was the first editorial analysis of a news event to be heard on the air.

This is only one of innumerable "firsts" to be found in the radio histories of the Twenty Year Club's members. It is my hope that some radio historian will find in these biographies the incentive to present the first comprehensive story of the origin and early development of radio broadcasting in the United States.

The Club Book presents only brief chronological biographical summaries. But the letters from which these few cold facts were taken often contain the most thrilling and amusing stories of the adventures and misadventures which always befall the pioneers in any undertaking.

Several publishers have expressed their willingness to bring out such a book if I would act as supervising editor. But it needs a competent writer who will seek out these pioneers and secure from them the full story of how radio broadcasting began.

Perhaps, when the club meets in April to celebrate its first birthday, we will launch this book project. Most of us, whose privilege it has been to make some small contribution to radio history, and who are still active in broadcasting, are too absorbed with the problems of today and tomorrow to give much thought to the events of yesterday.

Ours is a medium that faces immeasurable possibilities. But someone must begin to look back so that the historic record of the triumphs and mistakes of yesterday may help us realize the greater triumphs of tomorrow.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

JEAN HERSHOLT

as

"Dr. Christian"

SPONSORED BY CHESEBROUGH (Vaseline Products)

SIXTH CONSECUTIVE YEAR

— CBS —

RADIO'S NEWSMEN ABROAD

By Lowell Thomas
President, Overseas Press Club

NEWEST in the world of news is the microphone journalist who broadcasts to us from foreign countries—often from war zones nowadays. He does a highly specialized job, giving spot news that is flashed with the instantaneous transmission of wireless. He becomes increasingly important in the business of getting the news to the radio public. Some of the most notable of recent broadcasts have come from the radio foreign correspondents—like Cecil Brown's reports from battle zones in the war with Japan.

New personalities are emerging. The field is one in which voices and names appear and are established rapidly. Take the case of Larry LeSeuer. Several years ago Larry worked for the United Press, in charge of their radio department. Then suddenly he was in England and talking on the air. He got some good breaks, and now has returned as a well known radio correspondent.

Overseas Press Club

I happen to be president of the Overseas Press Club, an association of journalists, both newspaper and radio, who have served abroad. This enables me to see a good deal of the radio foreign correspondent, and I find him a distinctly interesting personality. He has the qualities of a newspaper man, plus the practiced ability to speak, which even the best of newspapermen do not always have. The Overseas Press Club gives weekly luncheons at which outstanding figures appear, and relate points of inside information. When the radio correspondent gets up and talks is when you appreciate his practiced speech.

The prominence of broadcasting from foreign parts is an inevitable sequence to the development of the mechanical facilities of transmitting programs from overseas. When the engineers got their equipment to the point that broadcasts from foreign countries were something you could count on to be received satisfactorily, the newsman over there quite naturally stepped to the microphone as a regular thing.

Foreign news broadcasting has followed the same pattern as news broadcasting in general. As soon as the radio became a going mechanism, who should go promptly on the air but our old friend the newspaper man. This I remember only too well—having been one of the early birds myself, when I succeeded Floyd Gibbons, who made the first spectacular success as a news broadcaster.

Early Uncertainty

We were not so sure then how long the news personality thing would last. I remember how, when I broke in on radio going on 13 years ago, I figured I might continue on the air for a couple of years—if lucky. I thought that after a time people would grow tired of hearing the same voice.

It happened, too, that I was an early bird in broadcasting from overseas. In 1937 I went to Europe to give a radio account of the Coronation of King George the Sixth. While over there I made several broadcasts to America—from England, from Paris, from Rome. One program was from the ship going over, and that one turned out badly. As a guest speaker on the broadcast I had Webb Miller, the famous London correspondent of the United Press. Webb was speaking his part—then suddenly stopped, turned to me and said, "I think we're off the air." And so we were. I found out later that the reception in New York was so bad that we were cut off. Some sort of magnetic storm was cutting up, and we could hardly be heard from mid-Atlantic.

That program went haywire, but the others from Europe were transmitted without a hitch. The reception was excellent—particularly in the case of the Coronation.

The way was open for the coming of the radio foreign correspondent, the regular performers like Shirer, the occasional speakers like Quentin Reynolds.

Further Development

The equipment for overseas radio programs continues to improve, and that means an increasing vogue of news talks from foreign countries. The man follows the machine in this mechanical era of ours. We can, I think, look forward to large new developments of such things as broadcasts from actual scenes of fighting, the flashing to us of war events as they happen. New news personalities are sure to emerge out of this.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

JOAN BROOKS

"First Lady of the Blue"

BLUE network
New York

ED EAST and POLLY

"They **really** sell" New York

PATSY CAMPBELL

Ingenue and Comedienne

"Ethel" on CBS's Damon Runyon "Joe and Ethel Turp" program—"Taffy Tucker" on the BLUE's "Terry and the Pirates."

New York LEx. 2-1100

BURT BOYAR

Juvenile

"Dexter" (second lead) on the CBS "Meet Corliss Archer" program
"More than 100 radio performances

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STUART (STEVE) BRODY

Older juvenile and straight leads
Singer
Three years of radio experience
(Honorable discharge from the Army)

New York LEx. 2-1100

"Uncle Sam's Favorite Daughters"

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NBC—New York

HOWARD PETRIE

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DAVIS MEMORIAL AWARD FOR 1942

"Everything Goes," "Mary Marlin," "Abie's Irish Rose," etc.

NBC New York

BOB SHAW

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In "ARSENIC AND OLD LACE"
On accredited casting lists of networks and agencies.

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PERSONAL PUBLICITY

ANGLO-AMERICAN INNOVATIONS

By Lindsay Wellington
North American Director of the British Broadcasting Corp.

THE complete realignment of the United States broadcasting industry to the needs of total war in 1942 had a great effect on the BBC's programs for United States listeners. The BBC has been on a war basis since September 3rd, 1939, and its programs to the Empire and the world have reflected that fact. But, in 1942, th eincreasing liaison between British and American radio, apparent in the ever-widening scope of the arrangements for rebroadcast of BBC programs, drew the BBC directly into this situation in the United States. The BBC was presented with an opportunity to serve the common interest which it warmly welcomed. Now, at the conclusion of as exciting and stimulating a year as our New York office has ever known, in which we have formed close friendships with many officials in the American broadcasting industry, we feel more strongly than ever that this mutual cooperation will yield increasing returns as time goes on.

Technical Problems

Rebroadcasting from the BBC shortwave frequencies was comparatively new in 1942 and it presented numerous technical difficulties. It would be foolish to say that all of them have been solved. The question of timing for instance, arranged on occasion over 4,500 miles of land and water, held innumerable headaches for the unwary. It is a tribute to the skill and ingenuity of all concerned that commonly now, one hears the phrase "Come In, London" and the answering "This Is London Calling" as smoothly cued as though both broadcasters were in adjacent rooms.

Naturally enough, news was the item first carried widely in the United States but long before the first American troops landed in Northern Ireland, feature programs were attracting an audience through rebroadcasts. In fact, "The Weekly Visit to the American Eagle Club," the first of the regular servicemen's programs from the British Isles, was placed with the Mutual Broadcasting System before American troops had settled in their new camps and could give their attention to telling the folks at home how they were making out in this new country through the program, "The Stars and Stripes in Britain." Rebroadcasts of "Answering You" on the Mutual Broadcasting System antedated both of these by almost a year.

All of these programs are produced by the BBC in its studios, and with the help of recording vans traveling throughout the British Isles, under handicaps severe enough to discourage all but the stoutest devotees of radio as a means of mass communication. The experience gained was invaluable as the demand from all sides increased for War Service programs which would help expand knowledge and understanding by means of the hard realities of fact and information. BBC participation in American program scheduling branched out and now includes independent radio stations as well as the major networks. During the past year, the Blue Network, the Mutual Broadcasting System and the National Broadcasting Company have all carried at least one series of feature programs conceived and created in the BBC studios. We confidently look forward during 1943 to increasing and welcome calls on our time and energy. As we write this, the Columbia Broadcasting System has arranged with the BBC for an exchange series of broadcasts to be heard in each country, produced alternately in New York and London. The series began in February.

Increase in Programming

In December, 1941, the BBC noted 143 standard wave-length stations in the United States as carrying one or more of its programs during the month, and

B E N N Y

G O O D M A N

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the time given to these programs was 196 hours. In December, 1942, the number of stations carrying BBC programs regularly had grown to 214 and had reached out beyond the borders of the continental United States, to Hawaii and Puerto Rico. The total number of hours allocated to these programs during that month was 357; the equivalent of 14 days of continuous rebroadcasting. During 1942 the BBC originated more than 1,200 separate programs which were heard by citizens of the United States and its possessions, through the medium of short-wave, beam telephone and delayed rebroadcasts.

Certainly, one of the most important factors in this rapid and wholesome growth has been the imagination and daring of American broadcasters. They quickly saw the opportunity to dramatize the problems of the war to the citizen on the home front. One illustration of the many at hand will suffice to show how flexible and telling is such dramatization. Not long ago the BBC was requested by an imaginative broadcaster in an industrial Massachusetts town to aid it in stimulating a bond rally which was to be broadcast. The BBC arranged for a United States serviceman from that area, now stationed in Britain, to participate in the program and to key his remarks closely to the American portion of the broadcast. Interviewed by a BBC producer, his greetings to family and friends and description of the thoughts and feelings of himself and other servicemen from that area, also stationed in Britain, were exactly suited to the occasion. The success of the program was attested to by both the station manager and a local administrator of the Treasury Department War Savings Staff. To quote from the letter received by the BBC from the latter, "The pick-up from England was paritcularly good, both as to clarity and subject matter and it aroused a tremendous amount of interest here in town and has resulted in a real spurt of War Bond purchases throughout the plants. . . ." If we select this one from many expressions of appreciation, it is because it tells in such short space the whole story of what we believe is our purpose.

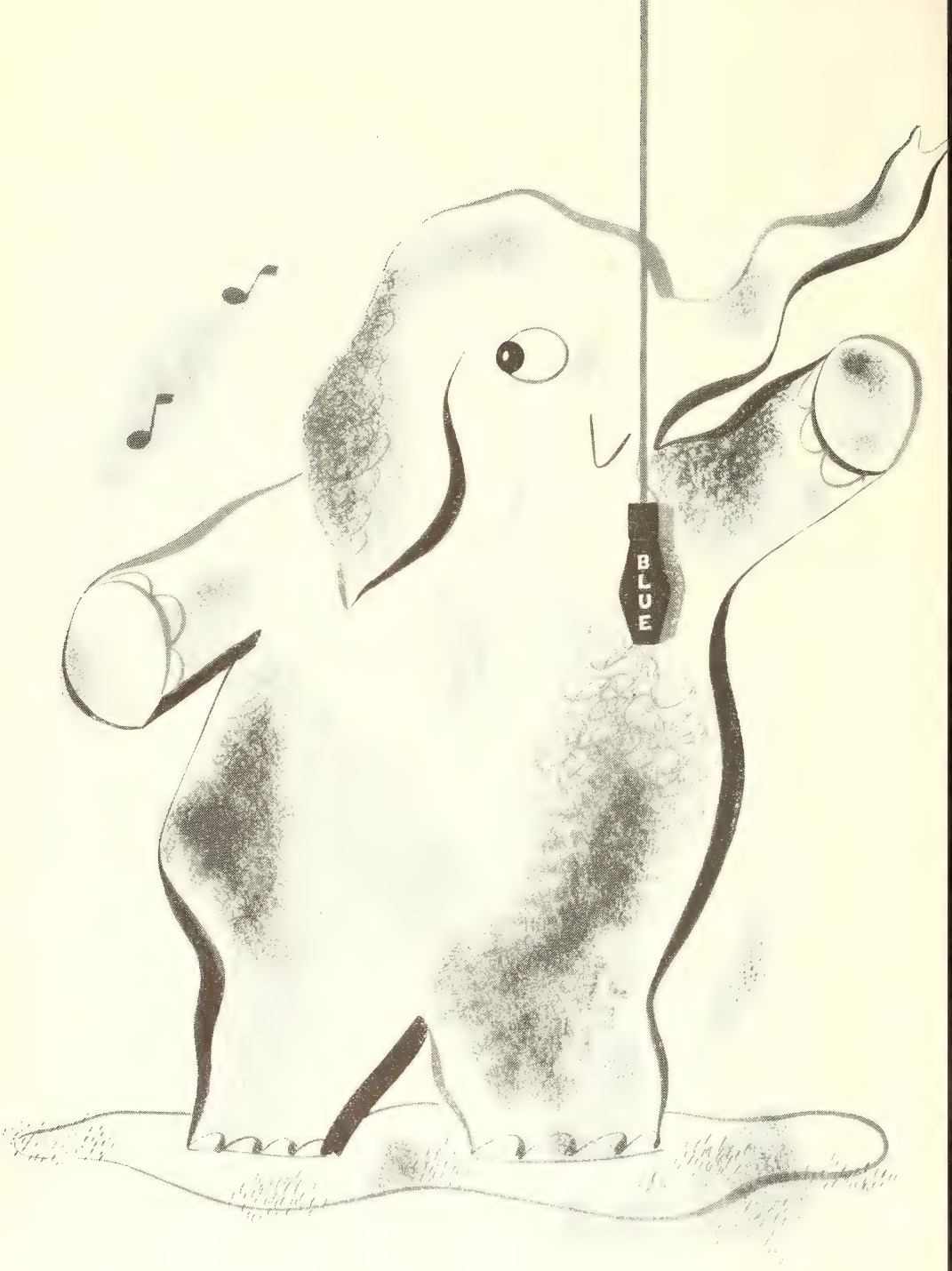
Broadcasts to Britain

No tabulation of the past year's work would be complete without some mention of the BBC's clearance of programs for its own domestic network and its short-wave and medium wave transmitters to the European continent. The latter are cleared through the Office of War Information while the BBC arranges for clearance of the former. News reports, commentaries on important events in the United States, dramatic programs produced by the BBC staff in the United States as well as programs adapted from American domestic radio, are welcomed by the British listener and are regularly scheduled on the BBC's domestic wavelengths. Here again, a new and hitherto unconsidered technique of communication has come into being through hard work and imaginative reaction to the situation.

CBC Cooperation

An important factor in the development of the whole technique of rebroadcasting has been the cooperation of the Canadian Broadcasting Corporation. Many of the difficulties which confronted the BBC in this mode of operation were first explored and suggestions made, looking to their solution by the CBC in the period prior to 1940. In addition, the CBC made available some of its best radio producers and newsmen who were immensely helpful in the first months following the declaration of war. Some of them are still doing yeoman work in London.

As we look forward to the year 1943, the possibilities for further development appear excellent. None of the fields of mutual cooperation have been fully exploited and admittedly much remains to be done. But we can look to the future confident that the problems which will arise will be met as boldly and solved as ably as they have been in the year past. The BBC stands ready to do its part.


BLUE

people are different from elephants!

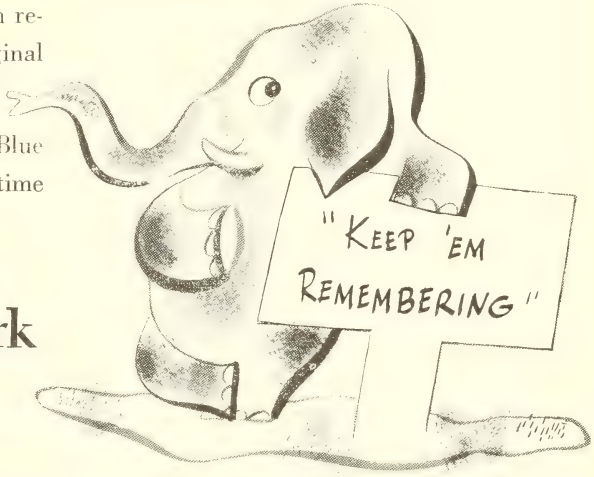
Unlike elephants, people *forget* better than they do most anything. They forget names and faces, telephone numbers and appointments. They forget *brand names* too. Just ask the manufacturers who stopped their advertising during the last war.

There's nothing like radio to keep the public mindful of your product. That's one of the big reasons why so many far-sighted advertisers, whose production is curtailed or diverted to war purposes, are staying on the air without interruption. They realize that while radio has *sold goods* with unequalled efficiency and economy in recent years, it has never lost its original virtue—that it *builds good will.*

"Keeping 'em remembering" on the Blue makes mighty good sense in our wartime economy. The Blue gives you national coverage at the lowest price of any medium entering the home—costs, in fact, from 11% to 35% less per thousand listeners than major network competition.

Whether you're after new markets, defending old ones, or merely protecting your brand name, talk over your problem with a Blue Network salesman. You'll find *it's easy to do business with the Blue!*

Blue Network Company
A Radio Corporation of America Service



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INTER-AMERICAN BROADCASTING

By Don Francisco
Director, Radio Division, Office of Coordinator of Inter-American Affairs

THE past year has recorded a number of interesting developments in Inter-American broadcasting especially insofar as the situation applies to the broadcasting activities from the United States to the other American republics.

Chief among these newer developments has been, of course, the coordination of shortwave broadcasting coincident with the government taking over supervision of all shortwave facilities in November of 1942. Under this arrangement the Office of War Information and the Office of Coordinator of Inter-American Affairs are apportioned the entire broadcasting time of U. S. shortwave stations for dissemination of radio material to foreign areas, with the Coordinator's Office supervising broadcasting to Latin America.

Spirited Network Co-Op

At this point it would be well to recognize fully the spirit of cooperation with which the U. S. Networks have entered into the Inter-American phase of broadcasting. They furnish their production and transmission facilities for a bulk of the broadcasting both going from this country to Latin America and from Latin America to the United States. In this connection also the U. S. shortwave station operators generally have demonstrated their patriotic cooperation in turning over to the government agencies operating control of their stations for the duration.

The first effect of the changeover as it applies to Latin American broadcasting has been the intensification of coverage through coordination of the country's available shortwave transmitters. At present an average of 32 hours daily of program material is broadcast over 11 transmitters broadcasting in Spanish, two in Portuguese, and two in English, all directed on Latin America.

Latin America Coverage

Under the system two pairs of transmitters, one pair fed by programs originating at CBS and another by programs originating at NBC are beamed simultaneously on the eastern Spanish speaking countries of South America, broadcasting to Venezuela, Bolivia, Argentina, Paraguay and Uruguay. Two other pairs of transmitters, one fed from NBC and another from CBS are broadcasting to the Western Spanish speaking countries including Columbia, Ecuador, Peru and Chile. Two additional pairs of transmitters divided between NBC and CBS are beamed on Mexico and Central America and another single Spanish-programmed station is carrying programs originating at CBS to the Caribbean. The two California transmitters are programmed exclusively in English concentrating on Central America and the Caribbean area but serving generally all Latin America and another two stations broadcast simultaneously to Brazil in the Portuguese language.

Nine New Transmitters

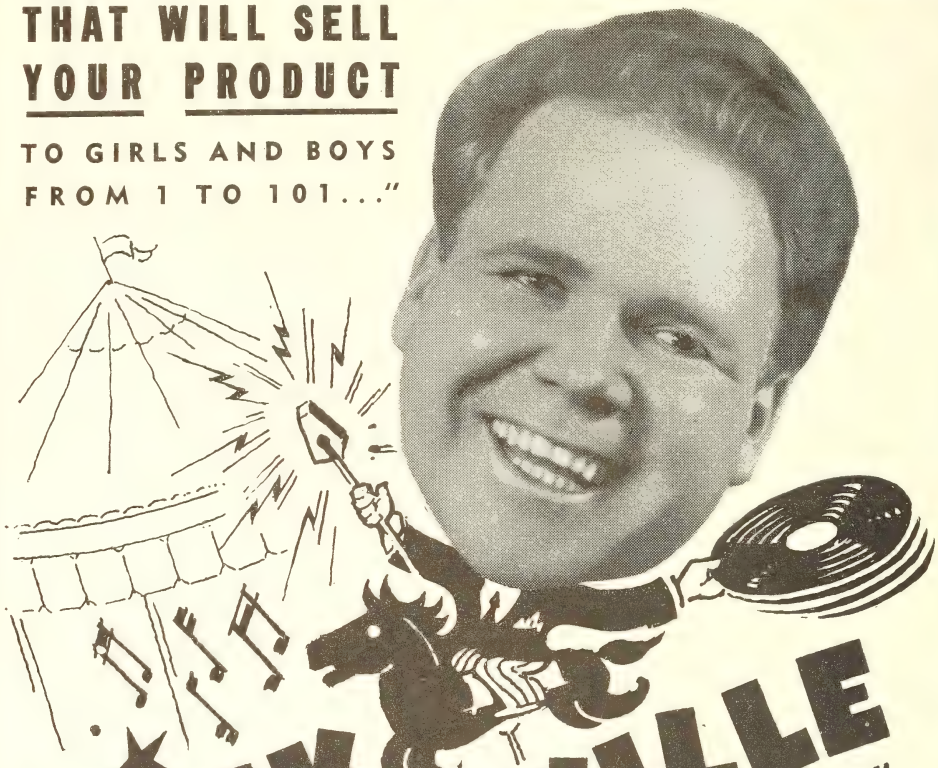
Nine additional transmitters have been projected, some of them actually under construction now. As soon as they are completed they'll be brought into service to supplement the above-mentioned groupings, five to be added to the Spanish groups, two to the Portuguese group and two to the English group.

The past year has also brought, coincident with the integrated shortwave pattern, sharp changes in program material to Latin America, all of which material is under the supervisory control of the Coordinator's Office. This change is particularly emphasized in drama, news and news commentaries.

While the operating structure of the lessee shortwave stations has remained more or less intact, the Office of Inter-American Affairs has become increasingly active in actual program material production. At the present the Office writes, supervises and co-produces weekly, 11 half-hour and two quarter-hour

"THIS IS THE 'MUG' WHAT MAKES THE NOISE THAT WILL SELL YOUR PRODUCT

TO GIRLS AND BOYS FROM 1 TO 101..."



★ DICK GRANVILLE

"THE GALLOPING DARK HORSE"

OF THE MUSICAL MERRY-GO-ROUND

"He chatters between platters about 'stuff' that matters — and gives both sponsor and listener an even break!"
—*RADIO DAILY.*

3rd YEAR ON THE AIR!

NOW SELLING FOR SPONSORS OVER

WMBR

The "CBS" station serving

JACKSONVILLE FLORIDA

dramatic programs, 12 quarter-hour news commentaries and two half-hour music programs.

40,000 Words Of News Daily

The Press Division of the Coordinator's Office is now preparing and teletyping to the various station alignments 40,000 words daily of news and news commentary in three languages. News broadcasts are prepared for Latin American broadcasts on the hour or half-hour beginning late in the afternoon and continuing past midnight. These are the hours during which the U. S. transmitters are beamed to the other American republics. The hours from early morning until late afternoon are utilized by the OWI for broadcasting to Europe, Africa and the Far East. The OWI and CIAA make full use of one another's news material.

Dramatic Programs

The dramatic programs, starting off with a single weekly show last January, have grown to network production proportions during the past 12 months. As indicated, the Radio Division is now writing, supervising and co-producing 11 half-hour and two quarter-hour dramatic programs weekly for shortwave. In addition the Radio Division is highly active in transcription transmission, sending down last year a large variety of transcribed series to Latin American stations for scheduled local broadcasting.

To insure full coverage for the shortwave feature programs a majority of them are picked up by Latin American stations and rebroadcast locally by long wave. Some of the programs are broadcast thus locally over networks ranging from 35 to 65 stations representing every American republic.

U. S. Radio Fieldmen

A little known gesture of U. S. radio's good will toward Latin American radio has been the corps of radio fieldmen sent down to cooperate with station operators of the other Americas in introducing modernized production methods. To date seven of these men have been stationed throughout the whole of Latin America and have received warm-hearted welcomes from station operators wherever they've visited. The men were chosen for their thorough radio background in writing, directing and producing as well as the necessary ability to write and converse in Spanish and/or Portuguese.

The past year in Inter-American radio has also brought increased attention to the accepted U. S. radio theory that international broadcasting isn't a one-way street. In the past year, for instance, more than 250 programs have been picked up from Latin American countries and broadcast in the United States, for the most part on a coast-to-coast basis. An impetus to this Latin America-to-U. S. broadcasting was given early in 1942 when all major U. S. networks sent representatives to the Rio Conference. Daily during the conference the network representatives broadcast programs to this country, not only outlining in detail the day's activities but usually presenting, in person, outstanding delegates and observers. As a matter of fact these programs, recorded, have added substantially to the permanent documentation of that historic parley.

Educational Features

The past year has, too, found U. S. radio particularly active in domestic broadcasts of programs explaining to North Americans the customs, traditions, culture, etc. of their Latin American neighbors. According to a recent compilation by the CIAA Radio Division, the Office arranged, last year, 117 programs for approximately 850 U. S. stations. In that period more than 1800 individual programs dealing with Latin America were produced over the four major networks. These figures represent an enormous increase over the previous 12-month period and indicate an increasing appetite on the part of U. S. radio listeners for Latin American information and for entertainment from the good neighbor republics.

That increased mutual interest of the peoples of all the Americas in one another's affairs and well being is, in our opinion, the most encouraging item in all Inter-American broadcasting in the past year.

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IMPORTANT RADIO Telephone Numbers in NEW YORK

Radio Stations

WAAT (N. Y. Office)	CIrcle	5-5780
WABC	WIckersham	2-2000
WBBR	MAin	4-9735
WBNX	MElrose	5-0333
WBYN	BRyant	9-3775
WCAU (N. Y. Office)	WIckersham	2-2000
WEAF	CIrcle	7-8300
WEVD	BRyant	9-2360
WGN (N. Y. Office)	MUrray Hill	2-3033
WHN	BRyant	9-7841
WHOM	PLaza	3-4204
WIBX (N. Y. Office)	PLaza	8-0066
WINS	BRyant	9-6000
WJZ	CIrcle	7-5700
WLIB	INgersol	2-1300
WMCA	CIrcle	6-2200
WNBF (N. Y. Office)	MUrray Hill	2-5767
WNEW	PLaza	3-3300
WNYC	WOrth	2-5600
WOR	PEnnsylvania	6-8600
WOV	CIrcle	5-7979
WPAT (N. Y. Office)	LOngacre	5-2811
WQXR	CIrcle	5-5566
WRUL (N. Y. Office)	CIrcle	7-3993
WWRL	NEwtown	9-3300

National Networks

Blue Network Co.	CIrcle	7-5700
Columbia Broadcasting System	WIckersham	2-2000
Keystone Broadcasting System	LOngacre	3-2221
Mutual Broadcasting System	PEnnsylvania	6-9600
National Broadcasting Co.	CIrcle	7-8300

Station Representatives

John Blair & Co.	MUrray Hill	9-6084
Blue Network Co.	CIrcle	7-5700
The Branham Co.	MUrray Hill	6-1860
British Broadcasting Corp.	CIrcle	7-0656
Burn-Smith Co.	MUrray Hill	2-3124
Capper Publications, Inc.	MOhawk	4-3280
Cox & Tanz	MUrray Hill	2-8284
The Foreman Co.	ELdorado	5-0174
Forjoe & Co.	VAnderbilt	6-5080
Free & Peters, Inc.	PLaza	5-4131
Headley-Reed Co.	MUrray Hill	3-5470
George P. Hollingberry Co.	MUrray Hill	3-9447
The Katz Agency	WIsconsin	7-8620
Joseph Hershey McGillvra	MUrray Hill	2-8755
J. P. McKinney	CIrcle	7-1178
National Broadcasting Co.	CIrcle	7-8300
John H. Perry Associates	Murray Hill	4-1647
Edward Petry & Co.	MUrray Hill	2-4401
Radio Advertising Corp.	MUrray Hill	2-2170
Radio Sales	WIckersham	2-2000
William G. Rambeau Co.	LExington	2-1280
Paul H. Raymer Co.	MUrray Hill	2-8690
Reynolds-Fitzgerald, Inc.	ELdorado	5-7020
Sears & Ayer	AShland	4-6698
Spot Sales, Inc	ELdorado	5-5040
Weed & Co.	VAnderbilt	6-4542
The Walker Co.	MUrray Hill	2-0374
Howard A. Wilson Co.	MUrray Hill	6-1230

Advertising Agencies

N. W. Ayer & Son, Inc.	CIrcle	6-0200
Badger & Browning & Hersey	CIrcle	7-3720
Ted Bates, Inc.	CIrcle	6-9700
Batten, Barton, Durstine & Osborn, Inc.	ELdorado	5-5800
Benton & Bowles, Inc.	WIckersham	2-0400
Bermingham, Castleman & Pierce, Inc.	LExington	2-7550
The Biow Co., Inc.	CIrcle	6-9300
Blackett-Sample-Hummert, Inc.	WIckersham	2-2700
Brooke, Smith, French & Dorrance, Inc.	MUrray Hill	6-1800
Franklin Bruck Advertising Corp.	CIrcle	7-7661
Buchanan & Co.	MEdallion	3-3380
Campbell-Ewald Co. of N. Y.	CIrcle	7-6383
The Caples Co.	LExington	2-0850
Compton Advertising Inc.	CIrcle	6-2800
D'Arcy Advertising Co.	ELdorado	5-5435
Donahue & Coe, Inc.	COlumbus	5-4252
Doremus & Co.	REctor	2-1600
Sherman & Ellis Co.	PLaza	5-7711
Erwin, Wasey & Co.	MOhawk	4-8700
William Esty & Co.	CAledonia	5-1900
Federal Advertising Agency, Inc.	ELdorado	5-6400
Albert Frank-Guenther Law, Inc.	COrtland	7-5060
Fuller & Smith & Ross, Inc.	MUrray Hill	6-5600
Gardner Advertising Co.	COlumbus	5-2000
Geyer, Cornell & Newell, Inc.	WIckersham	2-5400
Grant Advertising, Inc.	CIrcle	5-4485
M. H. Hackett, Inc.	CIrcle	6-1950
Charles W. Hoyt Co., Inc.	MUrray Hill	2-0850
Ivey & Ellington, Inc.	MUrray Hill	3-5680
H. W. Kastor & Sons Advertising Co.	COlumbus	5-6135
Joseph Katz Co.	WIckersham	2-2740
Kenyon & Eckhardt, Inc.	PLaza	3-0700
H. M. Kiesewetter Advertising Agency, Inc.	LExington	2-0025
Knox Reeves, Advertising, Inc.	MUrray Hill	4-3982
Arthur Kudner, Inc.	CIrcle	6-3200
Lambert & Feasley, Inc.	COlumbus	5-3721
Lennen & Mitchell, Inc.	MUrray Hill	2-9170
Lord & Thomas	WIckersham	2-6600
Marschalk & Pratt, Inc.	VAnderbilt	6-2022
J. M. Mathes, Inc.	LExington	2-7450
Maxon, Inc.	ELdorado	5-2930
McCann-Erickson, Inc.	CIrcle	5-7000
McKee & Albright	COlumbus	5-2058
C. L. Miller Co.	MUrray Hill	2-1010
Morse International, Inc.	LExington	2-6727
Newell-Emmett Co., Inc.	AShland	4-4900
Paris & Peart	CAledonia	5-9840
Peck Advertising Agency	PLaza	3-0900
Pedlar & Ryan, Inc.	PLaza	5-1500
Charles Dallas Reach Co.	VAnderbilt	6-5924
Redfield-Johnstone, Inc.	PLaza	3-6121
Ruthrauff & Ryan, Inc.	MUrray Hill	6-6400
Russel M. Seeds Co.	CIrcle	6-1382
Stack-Goble Advertising Co.	PLaza	3-7444
Street & Finney	BRyant	9-2400
J. Walter Thompson Co.	MOhawk	4-7700
Tracy-Locke-Dawson	AShland	4-1690
Warwick & Legler	MUrray Hill	6-8585
Ward Wheelock Co.	PLaza	3-7120
Young & Rubicam, Inc.	AShland	4-8400

Publications

Advertising Age	BRyant	9-6432
Advertising & Selling	CAledonia	5-9770
The Billboard	MEdallion	3-1616
Broadcasting and Broadcasting Advertising	PLaza	5-8355
Metronome	CIrcle	7-4500
Printers' Ink	MUrray Hill	3-6500
Radio Advertising (Rates and Data)	LExington	2-6611
Radio Craft	REctor	2-9690
RADIO DAILY	WIsconsin	7-6336
Radio Guide	MUrray Hill	2-4690
Radio Retailing	MEdallion	3-0700
Radio Retailing—Today	PLaza	3-1340
Radio & Television Weekly	WAlker	5-2576
Sales Management	MOhawk	4-1760

Standard Advertising Register.....MEdallion 3-5850
Tide .....AShland 4-3390
Tune-In .....CIrcle 5-8425
Variety .....BRyant 9-8153

News Agencies and Associations

Associated Press .....CIrcle 6-4111
International News Service.....MUrray Hill 2-0131
Press Association, Inc.....CIrcle 7-1357
Radio News Association.....MUrray Hill 2-4053
Reuters .....CIrcle 6-3960
Transradio Press Service, Inc.....MUrray Hill 2-4185
United Press .....MUrray Hill 2-0400

Talent Agencies

James Appell .....PLaza 3-7840
Batchelor Enterprises, Inc.....CIrcle 6-4224
Herman Bernie .....COlumbus 5-6647
Columbia Concerts Corp.....CIrcle 7-6900
Consolidated Radio Artists, Inc.....COlumbus 5-3580
Wallace Downey, Inc.....CIrcle 6-4684
Evans & Salter.....CIrcle 7-6900
Fanchon & Marco.....CIrcle 7-5630
Moe Gale .....LOngacre 3-6111
General Amusement Corp.....CIrcle 7-7550
William Gernannt.....VAnderbilt 6-1750
Don Haynes .....CIrcle 6-8520
Hesse & McCaffrey.....ELdorado 5-1076
Estella Karn .....VAnderbilt 6-3860
Bob Kerr .....CIrcle 7-5857
Mark Leddy .....BRyant 9-1631
Ben B. Lipset, Inc.....CHickering 4-2466
A. & S. Lyons, Inc.....PLaza 3-5181
Management Corp. of America....WIckersham 2-8900
A. T. Michaud.....CIrcle 5-5480
Mills Artists, Inc.....CIrcle 6-1566
William Morris Agency, Inc.....CIrcle 7-2160
Leo Morrison, Inc.....CIrcle 7-6413
Music Corporation of America...WIckersham 2-8900
National Concerts & Artists Corp.....PLaza 3-0820
James Peppe.....PLaza 3-2636
Myron Selznick Co. of N. Y.....CIrcle 7-6201
Roy Wilson (Wilson, Powell & Hayward).PLaza 5-5480
Ed Wolf & Associates.....CIrcle 7-4885

Program Producers and Transcription and Recording Companies

Advertisers' Broadcasting Co.....BRyant 9-1176
Advertisers Recording Service.....CIrcle 6-0141
Air Features, Inc. .....WIckersham 2-0077
American Institute of Food Products
BOwling Green 9-9188
Arts Recording Studios & Recording Co...PLaza 8-0407
Asch Recording Studios.....BRyant 9-3137
Associated Music Publishers, Inc.....BRyant 9-0847
Audio-Scriptions, Inc.....CIrcle 7-7690
Basch Radio Productions.....MUrray Hill 2-8877
Broadcasting Program Service.....BRyant 9-4324
Ted Collins .....CIrcle 7-0094
Columbia Recording Corp. .....CIrcle 5-7300
Decca Records, Inc.....COlumbus 5-2300
Federal Transcribed Programs, Inc...CAledonia 5-7530
Allen A. Funt Radio Productions..MUrray Hill 4-6148
General Sound Corp.....PLaza 3-3015
H. S. Goodman .....WIckersham 2-3338
Kent-Johnson, Inc. .....PLaza 3-7246
Kermit-Raymond Corp.....ELdorado 5-5511
Langlois & Wentworth .....ELdorado 5-1620
Phillips H. Lord, Inc.....WIckersham 2-2211
Charles Michelson .....MUrray Hill 2-3376
Management Corp. of America....WIckersham 2-8900
Miller Broadcasting System, Inc.....CIrcle 6-0141
C. D. Morris Associates.....PLaza 3-4144
Muzak Transcriptions, Inc.....BRyant 9-1247
NBC Radio-Recording Division.....CIrcle 7-5700
Lilian Okun, Inc.....COlumbus 5-0600
Radio Events, Inc.....MUrray Hill 6-3487
RCA Manufacturing Co. .....AShland 4-7605
Lewis Reid .....BRyant 9-6121
Rockhill Radio Productions.....ELdorado 5-1860
Bernard L. Schubert, Inc.....PLaza 8-0771
Henry Souvaine, Inc.....CIrcle 7-5666
Shafrer-Waible Radio Productions....ELdorado 5-2372
Standard Radio .....BRyant 9-4324
Star Radio Programs .....PLaza 3-4991
Transamerican Broadcasting &
Television Corp. .....PLaza 5-9800
Transcribed Radio Shows, Inc.....LOngacre 5-3440
Tyro Productions.....COlumbus 5-3737
Victor Recording Laboratory.....MUrray Hill 4-6200
Roger White.....MUrray Hill 2-1010
Wolf Associates .....CIrcle 7-4885
World Broadcasting System .....WIckersham 2-2100
F. W. Ziv, Inc.....PLaza 3-4147

Organizations, Unions and Government Agencies

Actors' Equity .....BRyant 9-3550
Advertising Club .....CAledonia 5-1810
Advertising Federation of America....BRyant 9-0430
Air Corps Public Relations.....REctor 2-3400
American Association of Advertising
Agencies .....LExington 2-7980
American Communications
Association .....BOwling Green 9-3006
American Federation of
Musicians .....PEnnsylvania 6-2545
American Federation of Radio
Artists .....VAnderbilt 6-1810
American Newspaper Publishers
Association .....CAledonia 5-2000
Army U. S., Information Service.....WOrth 2-1882
ASCAP .....COlumbus 5-7464
American Television Society.....CAledonia 5-7430
Associated Actors & Artistes
of America .....BRyant 9-3550
Association of National Advertisers.....BRyant 9-6330
Broadcast Music, Inc. .....PEnnsylvania 6-5466
Bureau of Public Inquiries (OEM)..VAnderbilt 6-4224
Coordinator of Inter-American Affairs
(Rockefeller Committee) .....MUrray Hill 3-6805
Employment Service, U. S.....MUrray Hill 2-1530
FM Broadcasters, Inc.....CHelsea 3-5657
Federal Communications Comm.....CAnal 6-4000
Federal Trade Commission.....WHitehall 3-8000
Institute of Radio Engineers.....MEdallion 3-5661
Music Publishers' Protective Association..CIrcle 6-3084
National Association of Performing
Artists .....CIrcle 7-8194
National Independent Broadcasters.....CIrcle 7-8300
National Labor Relations Board.....HAnover 2-4174
National War Labor Board.....MUrray Hill 3-6805
OWI Domestic Radio Bureau.....MUrray Hill 3-6805
Professional Music Men, Inc.....COlumbus 5-7362
Radio Club of America.....LOngacre 5-6622
Selective Service System.....MUrray Hill 2-6900
SESAC .....BRyant 9-3223
Social Security Board.....BRyant 9-0600
Society of Jewish Composers, Publishers
and Song Writers.....LOngacre 5-9124
Songwriters' Protective Association..COlumbus 5-3758
U. S. Navy, Radio Section.....BRyant 9-1710
War Manpower Comm.....MUrray Hill 3-6805
War Production Board.....MUrray Hill 3-6805
War Savings Staff.....CIrcle 6-3-1000
Women's National Radio Committee.....CIrcle 7-4110
Writers' War Board.....MUrray Hill 3-6805

Hotels

Algonquin .....MUrray Hill 2-0101
Ambassador .....WIckersham 2-1000
Astor .....CIrcle 6-6000
Biltmore .....MUrray Hill 9-7920
Commodore .....MUrray Hill 6-6000
Edison .....CIrcle 6-5000
Lincoln .....CIrcle 6-4500
Lombardy .....PLaza 3-8600
New Yorker .....MEdallion 3-1000
New Weston .....PLaza 3-4800
Park Central .....CIrcle 7-8000
Pennsylvania .....PEnnsylvania 6-5000
Plaza .....PLaza 3-1740
Ritz Carlton .....PLaza 3-4600
Ritz Tower .....WIckersham 2-5000
Roosevelt .....MUrray Hill 6-9200
St. Moritz .....WIckersham 2-5800
St. Regis .....PLaza 3-4500
Savoy Plaza .....VOlunteer 5-2600
Sherry Netherland .....VOlunteer 5-2800
Vanderbilt .....AShland 4-4000
Waldorf-Astoria .....ELdorado 5-3000
Warwick .....CIrcle 7-2700

IMPORTANT RADIO Telephone Numbers in LOS ANGELES

Radio Stations

KECA ..... FAirfax 2121
KFAC ..... FItzroy 1231
KFI ..... FAirfax 2121
KFOX ..... MUtual 2510
KFVD ..... DRexel 2391
KFWB ..... HEmpstead 5151
KGER ..... MAdison 2551
KGFJ ..... PRospect 2434
KHJ ..... HOllywood 8111
KIEV ..... CHapman 5-2388
KMPC ..... BRadshaw 2-4411
KMTR ..... HIllside 1161
KNX ..... HOllywood 1212
KPAS (Pasadena) ..... RYan 1-6991
KRKD ..... TUcker 7111
KWKW (Pasadena) ..... RYan 1-6744
XELO (L. A. Office) ..... MAdison 6272
XEMO-XERB (L. A. Office) ..... PRospect 9136

Networks

Blue Network Co. ..... HIllside 8231
Columbia Broadcasting System ..... HOllywood 1212
Between 10 P.M. and 8:30 A.M. ..... HOllywood 7052
Don Lee Broadcasting System ..... HOllywood 8111
Keystone Broadcasting System ..... HEmpstead 0460
Mutual Broadcasting System ..... HOllywood 8111
National Broadcasting Co. ..... HOllywood 6161

Station Representatives

Walter Biddick Co. ..... RIchmond 6184
John Blair & Co. ..... PRospect 3584
The Branham Co. ..... MIchigan 1269
Free & Peters, Inc. ..... GLadstone 3949
George P. Hollinbery Co. ..... VAN Dyke 7386
Joseph Hershey McGillvra ..... PRospect 5319
National Broadcasting Co. ..... HOllywood 6161
Edward Petry & Co. ..... MIchigan 8729
Ralph L. Power ..... MAdison 5617
Radio Advertising Corp. ..... VAn Dyke 1901
Radio Sales ..... HOllywood 1212
William G. Rambeau Co. ..... GRanite 3636
Paul H. Raymer Co. ..... VAndike 1901
Reynolds-Fitzgerald, Inc. ..... VAn Dyke 7776
The Walker Co. ..... GRanite 1726
Howard H. Wilson Co. ..... GRanite 1726
Weed & Co. ..... GRanite 3658

Advertising Agencies

Alber R. H. Company ..... PRospect 3331
Batten, Barton, Durstine & Osborn ..... HOllywood 7337
Benton & Bowles Inc. ..... HIllside 9151
Botsford, Constantine & Gardner ..... PRospect 0205
Brisacher, Davis & Staff ..... PRospect 9368
Buchanan & Company, Inc. ..... MUtual 6316
The Caples Co. ..... MUtual 4143
Erwin, Wasey & Company ..... PRospect 5317
Glasser-Gailey & Co. ..... FItzroy 2141
Hillman-Shane-Breyer, Inc. ..... VAn Dyke 5111
Hixson-O'Donnell Advertising ..... MUtual 8331
Jaffe & Jaffe ..... FItzroy 3104
W. C. Jeffries Co. ..... WAlnut 8824
H. W. Kastor & Sons Adv. Co. ..... MIchigan 6636
William L. Lawrence ..... HEmpstead 9276
Lockwood-Shackelford Adv. Co. ..... TRinity 9801
Lord & Thomas ..... MIchigan 7651
Lord & Thomas (Hollywood) ..... HOllywood 6265
The Mayers Co. ..... PRospect 0101
McCann-Erickson Inc. ..... MUtual 2141
McKee & Albright, Inc. ..... HOllywood 8363
Miner, Dan B. ..... RIchmond 3101
Morgan, Raymond R. Co. ..... HEmpstead 4194
Needham, Louis & Brorby ..... GRanite 7186
Elwood J. Robinson Adv. Agy. ..... MUtual 1142
Ruthrauff & Ryan Inc. ..... HIllside 7593
Schoits Advertising Service ..... MIchigan 2396
Russel M. Seeds Co. ..... GRanite 4185
Barton A. Stebbins Advertising Agency ..... TRinity 8821
Thompson, J. Walter Co. ..... HIllside 7241
R. W. Webster ..... TRinity 2153
Ward Wheelock Co. ..... HIllside 0191
Weinberg, Milton, Advertising Co. ..... TUcker 4111
Young & Rubicam Inc. ..... HOllywood 2734

Program Producers and Transcription and Recording Companies

Allied Record Mfg. Co. ..... HOllywood 5107
Walter Biddick Co. ..... RIchmond 6184
Cherrier, Alexandre, Voice & Recording Studios ..... EXposition 7722
Columbia Recording Corp. ..... GRanite 4134
Cruger Radio Productions ..... HEmpstead 8254
Patrick Michael Cunning ..... HIllside 5915
Decca Recording Division ..... HOllywood 5191
Eccles Disc Recordings ..... HIllside 8351
Educational Recorders, Inc. ..... SYcamore 6-1441
Electro-Vox Recording Studios ..... GLadstone 2189
Fidelity Recordings ..... HIllside 9718
Tay Garnett Enterprises ..... HOllywood 2254
Grace Gibson ..... HIlside 2030
Hollywood Music Recording Studios ..... HEmpstead 5407
Hollywood Radio Playhouse ..... HIllside 7296
International Artists, Inc. ..... HOllywood 9718
International Recording Studio ..... HOllywood 7391
Jewish-International Broadcasting Hour ..... WHitney 8702
Keystone Broadcasting System, Inc. ..... HEmpstead 0460
C. P. MacGregor ..... FItzroy 4191
Fred C. Mertens & Associates ..... DRexel 9031
Miller Radiofilm Corp. ..... BRadshaw 2-1233
Raymond R. Morgan Co. ..... HEmpstead 4194
Music City Glenn Wallichs ..... HOllywood 8211
Music Corporation of America ..... BRadshaw 2-3211
NBC Radio-Recording Division ..... HOllywood 6161
George Logan Price, Inc. ..... FEderal 7372
Radio Producers of Hollywood ..... HOllywood 6506
Radio Recorders, Inc. ..... HOllywood 3917
Radio Transcriptions Co. of America ..... Hollywood 3545
RCA Manufacturing Co. ..... HIllside 5171
Rec-Art Studios ..... PRospect 9232
Record-O-Shers Recording Studios ..... GLadstone 0517
Edward Sloman Productions ..... CRestview 1-2242
Standard Radio, Inc. ..... HIllside 0188
World Broadcasting System ..... HOllywood 6321

Radio Artists Agencies

American Federation of Radio Artists...HIllside 5121
Berg-Allenberg ....CRestview 5-3131
Myrt Blum Associates....CRestview 6-7071
Consolidated Radio Service....GLadstone 1929
Everett N. Crosby, Ltd....CRestview 1-1171
Ken Dolan & Co....CRestview 1-9185
Margaret Ettinger ....HIllside 2141
Feldman-Blum ....CRestview 1-5222
Tom Fizdale, Inc....HOllywood 7363
Earle Ferris Associates....HOllywood 7111
George Frank, Inc....HIllside 3188
Bruce Gear, Inc....CRestview 6-6466
General Amusement Corp....CRestview 1-8101
Morris Agency, Wil.iam....CRestview 1-6161
Nat Goldstone....CRestview 6-1071
George Gruskin....CRestview 1-6161
Mitchell Hamilburg....HIllside 6125
Hayward-Deverich, Inc....CRestview 1-5151
M. C. Levee....GLadstone 3115
A. & S. Lyons, Inc....CRestview 1-6131
MCA Artists, Ltd....Crestview 6-2001
National Concert & Artists Corp...CRestview 1-7121
Orsatti Agcy ....CRestview 6-1008
Art Rush ....CRestview 1-2165
Salkow Agcy. ....CRestview 1-9134
James Saphier ....HOllywood 7211
Myron Selznick & Co., Inc....CRestview 1-9171
Edward Sherman Agcy....CRestview 5-0186

Publications

Broadcasting & Broadcast Advertising ....GLadstone 7353

RADIO DAILY....GRanite 6607

Radio Life ....HEmpstead 2025
Variety ....Hollywood 1141

Air Lines

American Airlines....TRinity 7251
Grand Central Air Terminal....CHapman 5-1222
Los Angeles Municipal Airport....ORchard 7-6171
Pan American Airways....MIchigan 2121
TWA ....MIchigan 8881
Union Air Terminal....CHarleston 6-7421
United Air Lines....MAdison 1212
Western Air Lines....TUcker 1551

Sport Arenas

American Legion (Stadium-Hollywood) ....HOllywood 2951
Los Angeles Coliseum ....Richmond 6391
Gilmore Stadium ....WHitney 1163

Railway Terminals

Santa Fe ....MUtual 0111
Southern Pacific....MIchigan 6161
Union Pacific ....TRinity 9211

Hotels

Ambassador Hotel ....DRexel 7011
Beverly Hills Hotel....CRestview 1-8131
Beverly-Wilshire Hotel ....CRestview 1-8131
Biltmore Hotel ....MIchigan 1011
Christie Hotel ....HOllywood 2241
Del Monte (L. A. Offices)....TRinity 3671
Garden of Allah Hotel....HOllywood 3581
Hollywood Hotel ....HEmpstead 4181
Hollywood Knickerbocker ....GLadstone 3171
Hollywood Plaza Hotel ....GLadstone 1131
Ravenswood Apt. Hotel....HOllywood 5391
Roosevelt Hotel ....HOllywood 2442
The Town House ....EXposition 1234

IMPORTANT RADIO AND GOVERNMENT TELEPHONE NUMBERS IN

Washington, D. C.

Federal Departments and Agencies

White House ....NAtional 1414
State Department ....REpublic 5600
Treasury Department ....NAtional 6400
War Department....REpublic 6700
Justice Department....REpublic 8200
Post Office Department ....DIstrict 5360
Navy Department....REpublic 7400
Interior Department (Office of Education)....REpublic 1820
Agriculture Department ....REpublic 4142
Commerce Department ....DIstrict 2200
Labor Department....EXecutive 2420
Federal Trade Commission ....NAtional 8206
FEDERAL COMMUNCATIONS COMMISSION ....EXecutive 3620
Selective Service Board....REpublic 5500
War Manpower Commission....EXecutive 4660
War Production Board....REpublic 7500
War Labor Board....REpublic 7500
War Savings Staff, Radio Section....NAtional 6400
Board of Economic Warfare....DIstrict 2200
Securities & Exchange Commission....DIstrict 3633
National Labor Relations Board....NAtional 9716
Wage & Hour Administration....EXecutive 2420
Social Security Board....REpublic 6530
Supreme Court of the U.S....EXecutive 1640
D. C. Court of Appeals....REpublic 3811
Coordinator of Inter-American Affairs...REpublic 7500
U. S. District Court (for D. C.)....DIstrict 2854
Capitol (Senate and House) ....NAtional 3120
Radio Script & Transcription Exchange, Extension 2225, ...REpublic 1820
Bureau of Census....District 2200
Office of Censorship....EXecutive 3800
Office of Government Reports....EXecutive 3300
Office of Emergency Management....REpublic 7500
Office of Civilian Defense....REpublic 7500
Office of Price Administration....REpublic 7500

Non-Governmental

American Red Cross....REpublic 8300
Clear Channel Group....REpublic 3306
National Association of Broadcasters...NAtional 2080
National Independent Broadcasters....REpublic 3607
National Press Club....REpublic 2500
Radio Correspondents' Galleries....NAtional 3120
RADIO DAILY....DIstrict 1253
Radio Manufacturers' Association....NAtional 4901

Radio Stations

WINX ....REpublic 8000
WJSV ....MEtropolitan 3200
WMAL ....NAtional 5400
WOL ....MEtropolitan 0010
WRC ....REpublic 4000
WWDC ....NAtional 7203

Hotels

Carleton Hotel ....MEtropolitan 2626
Mayflower Hotel ....DIstrict 3000
Raleigh Hotel ....NAtional 3810
Shoreham Hotel ....ADams 0700
Wardman Park Hotel....COlumbia 2000
Willard Hotel ....NAtional 4420

News Services

Associated Press ....DIstrict 1500
International News Service....NAtional 1733
Transradio Press ....NAtional 1178
United Press....EXecutive 3430

Railway Terminals

Baltimore & Ohio R. R....EXecutive 0770
Pennsylvania R. R....EXecutive 6600
Union Station ....EXecutive 7900

GARNETT MARKS

ANNOUNCER • NARRATOR
ACTOR

SPORTS AND NEWS COMMENTATOR

NOW

LT. GARNETT MARKS

U. S. ARMY

IMPORTANT RADIO Telephone Numbers in CHICAGO

Radio Stations

KSTP (Chicago office)	SUPerior	8659
WAAF	RANdolph	1932
WAIT	STAte	3077
WBBM	WHItehall	6000
WCAU (Chicago office)	SUPerior	5072
WCBD	SEEly	8066
WCFL	SUPerior	5300
WCRW	LINcoln	2188
WEDC	CRAwford	4100
WENR	DELaware	1900
WGES	SEEly	8066
WGN	SUPerior	0100
WHFC	LAWndale	8228
WHN (Chicago office)	RANdolph	5254
WIND (Chicago office)	STAte	4176
WJJD	STAte	5466
WJWC	DEArborn	8600
WLS	MONroe	9700
WLW (Chicago office)	STAte	0366
WMAQ	SUPerior	8300
WMBI	MIChigan	1570
WMCA (Chicago office)	SUPerior	5072
WOR (Chicago office)	SUPerior	5110
WORL (Chicago office)	CENtral	5035
WSBC	SEEly	8066
W51C	STAte	1357

National Networks

Blue Network Co.	DELaware	1900
Columbia Broadcasting System	WHItehall	6000
Keystone Broadcasting System	STate	4590
Mutual Broadcasting System	WHItehall	5060
National Broadcasting Co.	SUPerior	8300

Station Representatives

John Blair & Co.	SUPerior	8659
The Branham Co.	CENtral	5726
Burn-Smith Co.	CENtral	4290
Capper Publications	CENtral	5977
Cox & Tanz	FRAnklin	2095
The Foreman Co.	DELaware	1869
Forjoe Co.	RANdolph	6225
Free & Peters	FRAnklin	6373
Headley-Reed Co.	FRAnklin	4687
George P. Hollingbery	STAte	2898
Hal Holman Co.	RANdolph	6225
The Katz Agency	CENtral	4238
Joseph Hershey McGillvra	SUPerior	3444
J. R. McKinney & Son	SUPerior	9866
National Broadcasting Co.	SUPerior	8300
John E. Pearson Co.	FRAnklin	2359
John H. Perry Associates	HARrison	8085
Edward Petry & Co.	DELaware	8600
Radio Sales	WHItehall	6000
Radio Advertising Corp.	CENtral	1743
William G. Rambeau Co.	ANDover	5566
Paul H. Raymer Co.	SUPerior	4473
Reynolds-Fitzgerald, Inc.	STAte	4294
Sears & Ayer	SUPerior	8177
Spot Sales, Inc.	DOUglas	2536
The Walker Co.	STAte	5262
Weed & Co.	RANdolph	7730
Howard H. Wilson Co.	CENtral	8744

Advertising Agencies

Aubrey, Moore & Wallace Inc.	RANdolph	0830
N. W. Ayer & Son, Inc.	RANdolph	3456
Batten, Barton, Durstine & Osborn, Inc.	SUPerior	9201
Blackett-Sample-Hummert, Inc.	DEArborn	0900
Buchanan & Co.	SUPerior	3047
Leo Burnett Co.	CENtral	5959
Campbell-Ewald Co.	CENtral	1946
The Caples Co.	SUPerior	6016
Critchfield & Co.	SUPerior	3061
Doremus & Co.	CENtral	9135
Sherman K. Ellis & Co.	HARrison	8612
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Albert Frank-Guenther Law, Inc.	DEArborn	8910
Goodkind, Joice & Morgan	SUPerior	6747
Grant Advertising, Inc.	SUPerior	9054
Henri, Hurst & McDonald, Inc.	SUPerior	3000
H. W. Kastor Advertising Co., Inc.	CENtral	5331
W. E. Long Co.	RANdolph	4605
Lord & Thomas	SUPerior	4800
MacFarland, Aveyard & Co.	RANdolph	9360
Maxon, Inc.	DELaware	3536
McCann-Erickson, Inc.	WEBster	3701
McJunkin Advertising Co.	STAte	5060
C. L. Miller Co.	CENtral	1640
Mitchell-Faust Advertising Co.	STAte	6610
Needham, Louis, & Borby, Inc.	STAte	5151
Presba, Fellers & Presba	CENtral	7683
L. W. Ramsey Co.	FRAnklin	8155
Roche, Williams & Cunnyngham	HARrison	8490
Ruthrauff & Ryan, Inc.	RANdolph	2625
Schwimmer & Scott	DEArborn	1815
Russell M. Seeds Co.	DELaware	1045
Sherman & Marquette, Inc.	DELaware	8000
J. Walter Thompson Co.	SUPerior	0303
Wade Advertising Agency	STAte	7369
Weston-Barnett	WHItehall	7725
Young & Rubicam, Inc.	CENtral	9389

Program Producers and Transcription and Recording Companies

Chicago Recording Co	CENtral	5275
Columbia Recording Corp.	WHItehall	6000
Decca Records, Inc.	DELaware	8300
Estelle Lutz Artists Bureau	HARrison	3435
Hal R. Makelim Productions	STAte	3472
William Morris Agency, Inc.	STAte	3632
Music Corporation of America	DELaware	1100
NBC Radio Recording Division	SUPerior	8300
James Parks Co.	CENtral	7980
RCA Manufacturing Co.	WHItehall	4600
Radio Recording Studios	EDGewater	6461
Standard Radio, Inc.	STAte	3153
Carl Wester & Co.	RANdolph	6922
World Broadcasting System	SUPerior	9114

News Agencies and Associations

Associated Press	STAte	7700
International News Service	ANDover	1234
RADIO DAILY	STAte	7596
Press Association, Inc.	STAte	4581
Transradio Press Service	STAte	8091
United Press	RANdolph	3666

Organizations and Unions

American Federation of Musicians	STAte	0063
American Federation of Radio Artists	SUPerior	6517
Ascap	STAte	8289
Association For Education By Radio	DEArborn	7801
Radio Council	DEArborn	7801

CRESTA BLANCA CARNIVAL

starring

MORTON GOULD

and his 50 piece orchestra

and featuring, as guest stars, America's greatest entertainers

PRODUCED FOR
SCHENLEY'S CALIFORNIA
CRESTA BLANCA WINES
MUTUAL NETWORK...
EVERY WEEK

A Schenley PRODUCT

Cresta Blanca Wine Co., Inc.
Livermore, Calif.

!

COMMITTEES OF THE BOARD OF WAR COMMUNICATIONS

CONTINUED FROM PAGE 45

LAW COMMITTEE

The duties of the Law Committee include the furnishing of legal opinions and advice, and the drafting of final reports and recommendations, proposed Executive Orders, proclamations, and legislation. The Law Committee will report directly to the Board but will have liaison, for purposes of advice and consultation, with the Coordinating Committee, and, as may be necessary, with other committees.

Chairman
CHARLES R. DENNY
General Counsel, Federal Communications Commission
COL. CONRAD E. SNOW
Chief, Legal Branch, Office of the Chief Signal Officer, War Department
JOHN E. SHEA
Treasury Department
COMDR. FRANZ O. WILLENBUCHER
Navy Department
RAYMOND T. YINGLING
State Department

LABOR ADVISORY COMMITTEE

The duties of the Labor Advisory Committee include the submission of expert advice to the Board on all labor problems incident to the proper carrying out of its national defense mission. With the requirements of national defense as a primary consideration, the Labor Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Labor Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Industry Advisory Committee.

Chairman: Robert J. Watt Secretary: Paul E. Griffith

Organization	Representative	Alternate
American Federation of Labor	Robert J. Watt	Lawson Wimberly, IBEW.
Congress of Industrial Organizations	Joseph P. Selly	Daniel Driesen, American Communications Association
National Federation of Telephone Workers	Paul E. Griffith	Joseph A. Beirne

INDUSTRY ADVISORY COMMITTEE

The duties of the Industry Advisory Committee include the submission of expert advice to the Board on all problems of general concern to the communications companies incident to the proper carrying out of the Board's national defense mission. With the requirements of national defense as a primary consideration, the Industry Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Industry Advisory Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Labor Advisory Committee.

Whenever a problem involving domestic or international broadcasting shall arise, the Chairman of the Industry Advisory Committee shall notify the Chairman of the Domestic Broadcasting Committee or International Broadcasting Committee, as the case may be, and such Domestic or International Broadcasting Committee shall designate a Delegate to act as a member of the Industry Advisory Committee on that problem.

Chairman: Walter S. Gifford Secretary: Dr. C. B. Jolliffe

PROFESSOR QUIZ

WILLIAM GERNANNT

521 Fifth Avenue

New York

Organization	Representative	Alternate
American Telephone and Telegraph Company	Walter S. Gifford	Keith S. McHugh
Globe Wireless, Ltd.	Jack Kaufman	Chester Pelmulder
International Telephone and Telegraph Corp.	Col. Sosthenes Behn	Frank W. Phelan (All America Cables and Radio, Inc.)
Postal Telegraph, Inc.	E. F. Chinlund	Ellery W. Stone
Press Wireless, Inc.	Joseph Pierson	
Radio Corporation of America	David Sarnoff	Dr. C. B. Jolliffe
Tropical Radio Telegraph Co.	Wm. E. Beakes	R. V. Howley
U. S. Independent Telephone Assn.	R. A. Phillips (Central Electric & Telephone Co.)	Louis Pitcher
Western Union Telegraph Co.	A. N. Williams	E. R. Shute

AVIATION COMMUNICATIONS COMMITTEE

The duties of this Committee include the study of all phases of domestic and international civil aviation radio facilities and communications services associated therewith. It will have liaison with the U. S. Government Facilities Committee and the State and Municipal Facilities Committee. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: R. O. Smith

Organization	Representative	Alternate
Aeronautical Radio, Inc.	R. O. Smith	
American Association of Airport Executives	L. M. Rawlins. Jr.,	
American Export Airlines, Inc.		E. L. Stuhrman
American Telephone and Telegraph Company	R. L. Jones	F. A. Cowan
Department of Commerce (Civil Aeronautics Administration)		Eugene Sibley
Federal Communications Commission	George K. Rollins	Seymour Krieger
National Advisory Committee for Aeronautics	Charles H. Helms	
National Federation of Telephone Workers	John J. Moran	
Navy Department	Comdr. A. I. Price	
Pan American Airways System	H. C. Leuteritz	
Postal Telegraph, Inc.	A. F. Connery	
Private Fliers Association, Inc.	Roger Wolfe Kahn	John M. Wells,
State Department	Arthur Lebel	
U. S. Coast Guard	Lt. Comdr. F. A. Leamy	Lt. Comdr. E. K. Rhodes
War Department	Col. Wallace G. Smith	Lt. Col. E. L. White
Department of Commerce (Weather Bureau)	Delbert M. Little	Ivan R. Tannehill
Western Union Telegraph Co.	P. J. Howe	H. M. Saunders

DOMESTIC BROADCASTING COMMITTEE

The duties of this Committee include the study of the physical aspects of domestic standard broadcasting and formulation of recommendations of such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also consider other domestic broadcasting systems including relay broadcasting, high frequency (FM) broadcasting, television, facsimile broadcasting and experi-

mental broadcasting. The Committee's work in all of these fields will include recommendations for the speedy and efficacious use in time of military emergency of all necessary domestic broadcasting facilities and communications services asosciated therewith, with the requirements of the national defense as a primary consideration.

Chairman: Neville Miller Secretary: A. D. Ring

Organization	Representative	Alternate
American Federation of Labor	Lawson Wimberly	Maynard F. Marquardt
American Telephone and Telegraph Company	G. L. Best	H. H. Carter
Broadcasters Victory Council	John Shepard III	O. L. Taylor
Columbia Broadcasting System. Inc.	Earl H. Gammons	Mefford R. Runyon
Congress of Industrial Organizations	L. E. Littlejohn	Sidney Adler
Facsimile, Inc.	John V. L. Hogan	
Federal Communications Commission	George P. Adair	Lucien Hilmer
FM Broadcasters, Inc.	Walter J. Damm	Philip G. Loucks
Mutual Broadcasting System, Inc.	W. E. MacFarlane	Fred Weber
National Association of Broadcasters	Neville Miller	Howard S. Frazier
National Broadcasting Company	Frank M. Russell	O. B. Hanson
National Federation of Telephone Workers	John J. Moran	
National Independent Broadcasters	Harold A. Lafount	Andrew W. Bennett
National Television System Committee of the RMA Engineering Department	W. R. G. Baker	V. M. Graham
Office of War Information	William B. Lewis	
Postal Telegraph-Cable Company	Ellery W. Stone	A. F. Connery
State Department	Harvey Otterman	
U. S. Independent Telephone Association	Louis Pitcher	Clyde S. Bailey
War Department	Lt. Adrian M. Murphy Signal Corps	
Western Union Telegraph Company	H. P. Corwith	A. W. Donaldson

INTERDEPARTMENT RADIO ADVISORY COMMITTEE

This Committee is designated under the provisions of Paragraphs 5 and 7, but without reference to Paragraph 8, of the President's Executive Order of September 24, 1940. The duties of this Committee will include making special studies and recommendations regarding frequency allocations, with the requirements of national defense as a primary consideration but giving due consideration to the needs of governmental agencies, of industry, and of other civilian activities.

Chairman: Dr. J. H. Dellinger Vice-Chairman: T. A. M. Craven
Secretary: P. F. Siling Assistant Secretary: L. R. Brady

Organization	Representative	Alternate
Department of Agriculture	E. W. Loveridge	A. G. Simpson
Department of Commerce	Dr. J. H. Dellinger	L. H. Simson
Federal Communications Commission	T. A. M. Craven	P. F. Siling
Department of Interior	Stephen L. Windes	
Department of Justice	T. D. Quinn	H. J. Walls
Department of Labor		
U. S. Maritime Commission	D. S. Brierley	J. T. Welsh
Navy Department	Lt. Comdr. G. L. Caswell	Lt. Paul D. Miles
Post Office Department	Roy M. Martin	Charles M. Knoble

" This is the NATIONAL BROADCASTING COMPANY..."

SALES POWE

THROUGH this great Master Control Board of the National Broadcasting Company, America's finest, most popular programs are routed daily to tens-of-millions of American homes where they are welcomed as old, familiar friends.

It is this friendly response of these loyal NBC listeners that year after year brings to NBC clients increasing goodwill and pyramiding sales.

Once again in 1942 NBC carried even more of the nation's favorite programs, which together with the finest radio facilities in existence, combined to carry the National Broadcasting Company far beyond the achievements of any other network—and far beyond its own previous achievements as the "Network Most People Listen to Most."

MOST LISTENERS

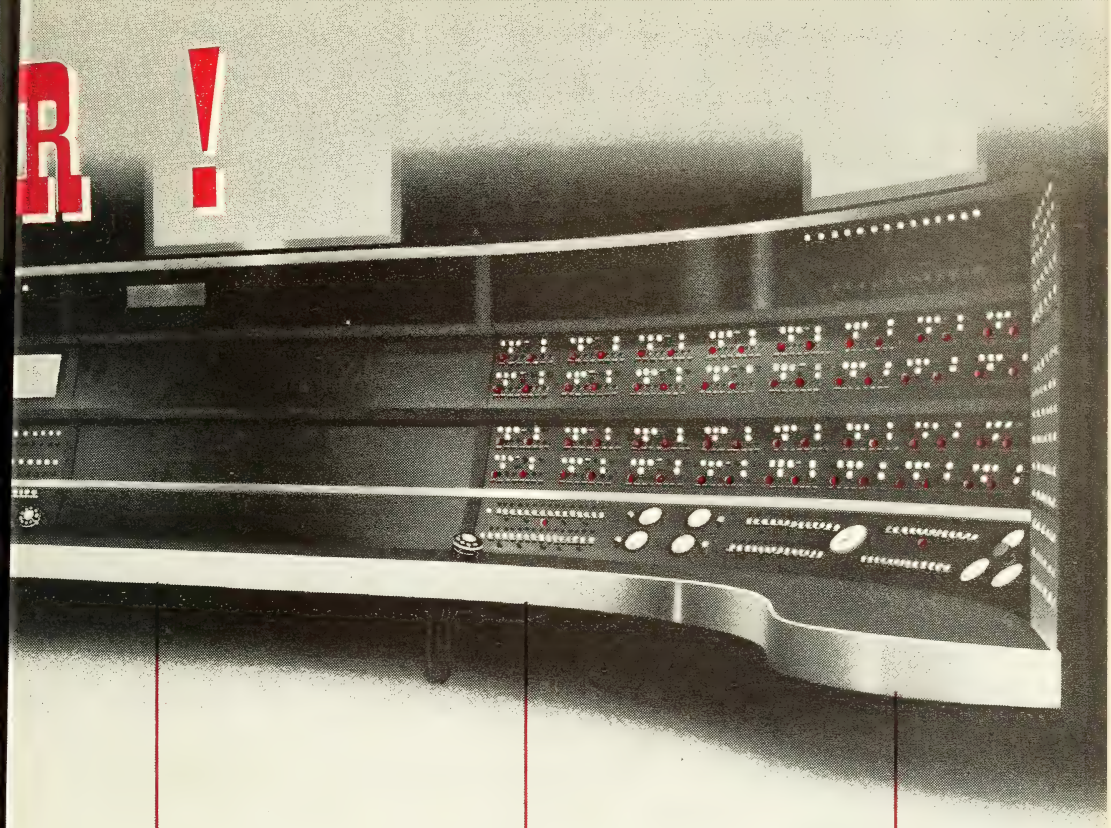
Night and Day—a far greater percentage of radio families "Listen Most" to NBC than to any other network. Figures from NBC's 1942 Nationwide Survey of Radio Listening Habits show that *throughout the country* 51.8% of the radio families "Listen Most" to NBC Stations *at night* as compared to 24.5% for the Second Network. *In the daytime*, 35.5% of the radio families "Listen Most" to NBC against 23.1% for the Second Network.

HIGHEST RATINGS

During 1942 NBC developed the largest audience in radio history. For the first two months, CAB gave NBC an average of 7 out of 10 of the highest-rated shows, reaching an all-time high in November and December when NBC consistently won 9 out of 10. And for the entire year (based on network commercial quarter-hours) NBC topped its nearest competitor by 42% in aggregate evening ratings—and by 42% in average evening ratings.

ALL POPULARITY POLLS

Six years running (1937-1942) NBC has won more "Favorite Entertainers" and more "Favorite Programs" in the Radio Daily Poll than all the other networks combined ... For the same six years NBC has won top place in the "Champion of Champions" group in the Fame-Motion Picture Poll. And again this year, in these two polls, and the Cleveland Plain Dealer Poll, *NBC programs and stars won more first places than all other networks combined.*



LEADING ADVERTISERS

For 16 years the country's leading radio advertisers have consistently used NBC. Two-thirds of the nation's advertisers investing yearly $500,000 or more in network radio were NBC clients in 1942. Three-quarters of these clients have been on NBC from 5 to 15 years, *half of them for 10 years or more*—conclusive evidence that the "Network Most People Listen to Most" is also the network most leading advertisers use most.

OUTSTANDING WAR SERVICE

In 1942 NBC contributed hundreds of programs and tens-of-thousands of announcements to become a vital weapon of war. In a typical month, NBC averaged more than 5 hours of its own time daily to aid in the sale of War Bonds, to gear civilian life to a war economy, to provide entertainment and relaxation for fighting men and war workers, etc. Every minute of this time has been devoted to the cause of victory.

BETTER COVERAGE

11 new stations added—3 stations with increased daytime power—10 stations with increased night power (for a total network power increase of 8%). These are the coverage improvements that NBC delivered in 1942 to its advertisers and agencies. NBC's 1942 10% Full Network Discount Plan, which increased the average nighttime network to 94 stations, has proved the most effective audience-increaser in the history of radio.

"This is the NATIONAL BROADCASTING COMPANY..."

" This is the NATIONAL [illegible] COMPANY..."

THE NATIONAL BROADCASTING COMPANY

PLEDGES CONTINUING, UNREMITTING SERVICE

TO THE GOVERNMENT AND TO THE

PEOPLE OF AMERICA.

Organization	Representative	Alternate
State Department	Thomas Burke	F. C. deWolf
U. S. Coast Guard	Capt. E. M. Webster	Lt. Comdr. C. H. Peterson
War Department	Col. Wesley T. Guest	Capt. Wm. E. Plummer

INTERNATIONAL BROADCASTING COMMMITTEE

The duties of this Committee include the study of all phases of international broadcasting and the formulation of recommendations concerning such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. With the requirements of national defense as a primary consideration, it shall also recommend plans for the speedy and efficacious use of all necessary international broadcasting facilities in time of military emergency giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: Walter C. Evans Secretary: P. F. Siling

Organization	Representative	Alternate
American Federation of Labor	Louis Barnett	Lawson Wimberly
Associated Broadcasters, Inc.	Wesley I. Dumm	Royal V. Howard
Columbia Broadcasting System, Inc.	Earl H. Gammons	Edmund Chester
Department of Commerce (Bureau of Foreign and Domestic Commerce)	Howard E. Way	
Crosley Corporation (The)	James D. Shouse	R. J. Rockwell
Federal Communications Commission	P. F. Siling	Wayne Mason
General Electric Company	Robert S. Peare	
Mutual Broadcasting System, Inc.	Alfred J. McCosker	Fred Weber
National Association of Broadcasters	Neville Miller	Howard S. Frazier
National Broadcasting Company, Inc.	John F. Royal	Dr. Charles B. Jolliffe
Navy Department	Read Adm. S. C. Hooper	Lt. Comdr. F. C. B. Jordan
Office of Coordinator of Inter-American Affairs	Don Francisco	John W. G. Ogilvie
Office of War Information		Roy Corderman
State Department	Harvey Otterman	
War Department	Brig. Gen. Alexander D. Surles	
Westinghouse Electric and Manufacturing Co.	Walter C. Evans	L. B. Wailes
World Wide Broadcasting Corporation	Walter S. Lemmon	

RADIO COMMUNICATIONS COMMITTEE

The duties of this Committee include the study of all phases of domestic and international radiotelegraph and radiotelephone communications facilities (including mobile and fixed services) except aviation, amateur, Federal, State, and Municipal communications facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: Capt. E. M. Webster Secretary: F. M. Ryan

Organization	Representative	Alternate
American Federation of Labor	Andrew McDonald	David D. Barry
American Merchant Marine Institute, Inc.	R. J. Baker	

A. & S. LYONS INC.

Managers of Distinguished Artists

RADIO • STAGE • SCREEN • TELEVISION

NEW YORK
515 Madison Ave.

CALIFORNIA
356 North Camden Drive
Beverly Hills

Organization	Representative	Alternate
American Telephone and Telegraph Company	W. G. Thompson	F. M. Ryan
Association of Edison Illuminating Companies	G. G. Langdon	
Congress of Industrial Organizations	Oliver M. Salisbury	
Department of Commerce	Dr. J. H. Dellinger	L. H. Simson
Edison Electric Institute	H. E. Kent	
Federal Communications Commission	William N. Krebs	Paul M. Lion
Globe Wireless, Ltd.	Jack Kaufman	Chester Pelmulder
Lake Carriers' Association	Gilbert R. Johnson	C. M. Jansky, Jr.
Lorain County Radio Corporation	Herman E. Hageman	Frank C. Dunbar
Mackay Radio and Telegraph Company	Haraden Pratt	L. Spangenberg
Maritime Commission	D. S. Brierley	J. T. Welsh
Mutual Telephone Company	W. I. Harrington	Alvah A. Scott
National Federation of Telephone Workers	John J. Moran	
Navy Department	Comdr. R. E. Melling	Lt. Paul D. Miles
Press Wireless, Inc.	Joseph Pierson	
Radiomarine Corporation of America	Chas. J. Pannill	Arthur J. Costigan.
R.C.A. Communications, Inc.	Wm. A. Winterbottom	William H. Taylor
South Porto Rico Sugar Company	T. J. Phillips	
Tropical Radio Telegraph Company	R. V. Howley	C. C. Harris
U. S. Coast Guard	Capt. E. M. Webster	Lt. Comdr. C. H. Peterson
U. S.-Liberia Radio Corporation	Byron H. Larabee	
War Department	Col. Wesley T. Guest	Capt. Wm. E. Plummer, Signal Corps

COMMUNICATIONS LIAISON COMMITTEE FOR CIVILIAN DEFENSE

The duties of this Committee include the submission of expert advice on all communications problems in which the Defense Communications Board and the Office of Civilian Defense are mutually interested. With the requirements of national defense as a primary consideration, the Committee will submit recommendations to the Board on such problems as are referred to it by the Board. In addition, the Committee shall have liaison with a similar committee of the Office of Civilian Defense and shall work with that committee in planning for the most efficacious use of communications facilities for civilian defense.

Chairman: William N. Krebs Secretary: Herbert A. Friede

Organization	Representative	Alternate
American Radio Relay League	George W. Bailey	
Federal Communications Commission	William N. Krebs	Allen W. Sayler
International Association of Chiefs of Police	Capt. Donald S. Leonard	
International Association of Fire Chiefs and International Association of Fire Fighters	Herbert A. Friede	
National Bureau of Standards	Alvin C. Hutton	
Office of War Information	William B. Lewis	
War Department	Major Charles F. Fell	Capt. M. V. Fredenhagen
Labor Advisory Committee, Defense Communications Board	Joseph P. Selly	
Domestic Broadcasting Committee, Defense Communications Board	Neville Miller	

The Agency of Show Business

1898 — 1943

ESTABLISHED 1898

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NEW YORK — CHICAGO — HOLLYWOOD — LONDON

Telegraph Committee, Defense Communications Board	R. H. Vehling	
Telephone Committee, Defense Communications Board	Ralph I. Mabbs	Clyde S. Bailey

PRIORITIES LIAISON COMMITTEE

The duties of this Committee include the study of non-military priority problems that arise in the current work of priority ratings for materials requiring inter-departmental coordination, and such special problems as may be referred to it by the Board of War Communications or the Coordinating Committee. In addition, the committee will have liaison with the Priorities Planning Committee and may call upon the priorities representatives of the numbered committees of the Board as well as other Government and industry experts for advice.

Chairman: Lt. Comdr. R. H. Griffin Secretary: Gerald C. Gross

Organization	Representative	Alternate
Federal Communications Commission	Gerald C. Gross	Manfred K. Toeppen
Navy Department	Lt. Comdr. R. H. Griffin	
State Department	J. T. Keating	Harvey Otterman
U. S. Coast Guard	Lt. Comdr. J. W. Ryssy	
War Department	Lt. Col. Lyle D. Wise	Capt. John G. Hubbard
War Production Board	Leighton H. Peebles	

PRIORITIES REPRESENTATIVES

Amateur Radio Committee

George W. Bailey,
The American Radio League

Cable Committee

Forest L. Henderson,
All America Cables and Radio, Inc.

I. S. Coggeshall,
The Western Union Telegraph Co.

Domestic Broadcasting Committee

Dr. W. R. G. Baker,
National Television System Committee
of the RMA Engineering Department

International Broadcasting Committee

R. J. Rockwell,
The Crosley Corporation

M. L. Prescott,
General Electric Company

Radiocommunications Committee

Arthur J. Costigan,
Radiomarine Corp. of America

Haraden Pratt,
Mackay Radio and Telegraph Co.

State and Municipal Facilities Committee

Captain Donald S. Leonard,
International Assn. of Chiefs of Police

Lloyd N. Chatterton,
International Municipal Signal Assn.

Telegraph Committee

Ellery W. Stone,
Postal Telegraph-Cable Company

E. R. Shute,
The Western Union Telegraph Co.

Telephone Committee

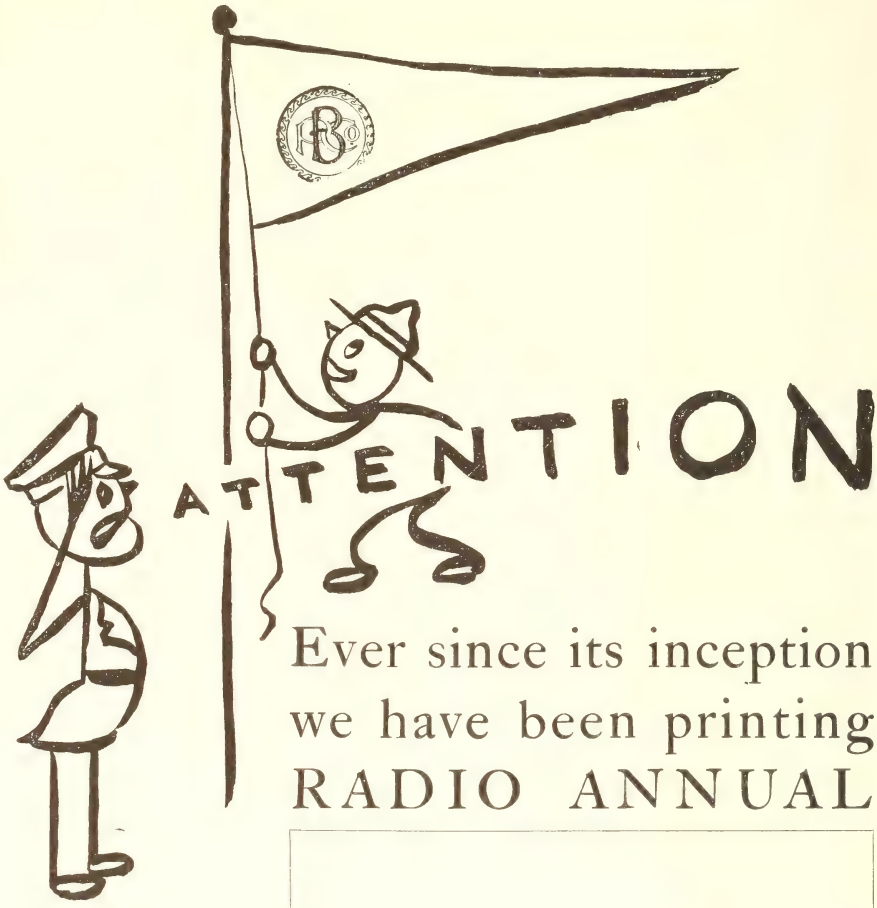
John B. Rees,
American Telephone & Telegraph Co.

E. C. Blomeyer,
U. S. Independent Telephone Assn.

Communications Liaison Committee for Civilian Defense

Herbert A. Friede,
International Assn. of Fire Chiefs

George W. Bailey,
The American Radio Relay League



Ever since its inception
we have been printing
RADIO ANNUAL

"THERE MUST BE A REASON"

BARNES PRINTING CO.
229 West 28th Street, New York City
Bet. 7th & 8th Aves. PEnnsylvania 6-4740

CODE OF WARTIME PRACTICES FOR AMERICAN BROADCASTERS OFFICE OF CENSORSHIP

EDITION OF FEBRUARY 1, 1943

THIS is the second revision of the Code of Wartime Practices for American Broadcasters. It combines original provisions with supplemental suggestions and interpretations which have developed out of our experience during a year of war. It supersedes all other releases of the Office of Censorship to this date of issue.

The principle of censorship remains the same. It is voluntary and broadcast management is responsible for fulfilling the function in its own medium. The broadcasting industry, to this end, should be constantly aware of the dangers inherent in (1) *news broadcasts;* (2) *routine programming; and* (3) *commercial copy.*

To combat these dangers effectively, broadcast management must be in complete control of all programming every minute of every day of operation. This responsibility should not be delegated to anyone over whom the management does not exercise control.

The facilities of the Office of Censorship are at the disposal of broadcasters 24 *hours a day, to assist them with consultation and advice when any doubt arises as to the application of this Code. The following are the principal advisory guideposts* (*as revised*) *which are intended to aid in discharging censorship responsibilities*:

I. NEWS BROADCASTS AND COMMENTARIES

Broadcasters should edit all news in the light of this Code's suggestions and of their own specialized knowledge, regardless of the medium or means through which such news is otbained.

Special attention is directed to the fact that all of the requests in this Code are modified by a proviso that the information listed may properly be broadcast when authorized by *appropriate authority*. News on all of these subjects will become available usually from Government sources; but in war, timeliness is an important factor and the Government unquestionably is in the best position to decide when disclosure is timely.

It is requested that news in any of the following classifications be kept off the air, *unless released or authorized for release by appropriate authority*:

(*a*) WEATHER.—All weather data, either forecasts, summaries, recapitulations, or any details of weather conditions.

Stations should refrain from broadcasting any news of weather occurrences, such as blizzards, snowstorms, tornadoes, hurricanes, etc., unless it is specifically authorized for broadcast by the Office of Censorship. Occasionally, it is possible to clear such news, but for security reasons this office cannot authorize blanket clearance in advance. Each case must be considered individually in the light of the extent to which the enemy will be benefited if such information is broadcast. Confusion and inequalities of competition can be avoided if stations will consult the Office of Censorship promptly in all such cases, either directly or through their news service.

Exceptions: Emergency warnings may be broadcast when specifically released

for broadcast by Weather Bureau authorities.

Information concerning hazardous road conditions may be broadcast when requested by a Federal, State or Municipal source, if it avoids reference to weather.

NOTE.—Special events reporters covering sports events are cautioned especially against the mention of weather conditions in describing contests, announcing their schedules, suspensions, or cancellations. These terms may be used: "Game called because of weather"; "wet grounds"; "muddy field". Terms such as "clear", "rain", "windy", "overcast", etc. are an index to weather conditions over a large area and should not be employed.

(*b*) ARMED FORCES.—Type and movement of United States Army, Navy and Marine Corps units, within or without continental United States including information concerning—

Location.
Identity.
Composition.
Equipment.
Strength.
Destination.
Routes.
Schedules.
Assembly for Embarkation.
Prospective Embarkation.
Actual Embarkation.

Such information regarding troops of friendly nations on American soil.

Revelation of possible future military operations by identifying an individual known for a specialized activity.

Exceptions: (1) ARMED FORCES IN THE UNITED STATES: Troops in training camps in United States and units assigned to domestic police duty, as regards location and general character (other than service men on duty on anti-aircraft, coastal or invasion defense or at embarkation points, whose unit identifications should not be given).

(2) ARMED FORCES OUTSIDE THE UNITED STATES:

Names and locations (without unit identification) *if* presence of United States forces in area has been announced officially.

Individual addresses *if* they are limited to APO numbers or Navy Fleet Post Office (without unit or ship identifications).

Names of Naval personnel without mention of their ships, unless said ships have been announced by the Navy as lost or damaged.

(*c*) SHIPS (CONVOYS, ETC.).—Type and movements of United States Navy, or merchant vessels, or transports, of convoys, of neutral vessels, or vessels of nations opposing the Axis powers in any waters, including information concerning—

Identity.
Location.
Port of Arrival.
Time of Arrival.
Prospect of Arrival.
Port of Departure.
Ports of Call.
Nature of Cargoes.
Assembly.
Personnel.

Enemy naval or merchant vessels in any waters, their

Type.
Identity.
Location.
Movements.

Secret information or instructions about sea defenses, such as—

Buoys, lights and other guides to navigators.

Mine fields and other harbor defenses.

Ship construction—

Type.
Number.
Size.
Location.

Advance information on dates of launchings, commissionings.

Physical description, technical details of shipyards.

Movement of diplomatic exchange ships under the direction of the State Department.

Exceptions: Movements of merchant vessels on Great Lakes or other sheltered inland waterways unless specific instances require special ruling.

(*d*) DAMAGE BY ENEMY LAND OR SEA ATTACKS.—Information on damage to military objectives in continental United States or possessions, including—

Docks.
Railroads.
Airfields.
Public utilities.
Industrial plants engaged in war work.
Counter-measures or plans of defense.

Appropriate authority: for information about damage from enemy attacks to military objectives on land within continental United States or possessions is the commanding officer in the zone of combat, or the Army Bureau of Public Relations, Washington. (For the Hawaiian Islands, the Navy).

(*e*) ACTION AT SEA.—Information about the sinking or damaging from war causes of war or merchant vessels in any waters.

Appropriate authority: Appropriate authority for the release of news about the sinking or damaging of naval or merchant vessels in or near American waters

is the Naval Office of Public Relations, Washington; for results of United States naval action against enemy vessels in or near American waters, the commanding officer of the district in which the action occurs, or the Naval Office of Public Relations, Washington.

(*f*) ENEMY AIR ATTACK.—Estimates of number of planes involved; number of bombs dropped; damage to—

Fortifications.
Docks.
Railroads.
Ships.
Airfields.
Public utilities.
Industrial plants engaged in war work.
All other military objectives.

Warnings or reports of impending air raids; remote ad lib broadcasts dealing with raids, during or after action.

Mention of any raid in the continental United States during its course by stations OUTSIDE the zone of action, unless expressly announced for broadcast by the War Department in Washington.

News which plays up horror or sensationalism; deals with or refers to unconfirmed reports or versions; refers to exact routes taken by enemy planes, or describes countermeasures of defense, such as troop mobilization or movements, or the number and location of antiaircraft guns or searchlights in action.

Exceptions: After an air raid, general descriptions of action after all-clear has been given. Nothing in this request is intended to prevent or curtail constructive reporting or programming of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers.

(*g*) ACCREDITED MILITARY AND NAVAL CORRESPONDENTS.—No provisions in this Code of Wartime Practices for American Broadcasters modify obligations assumed by accredited correspondents who accompany Army or Navy forces or are given special accrediting by the War or Navy departments to visit restricted areas in the United States.

These commitments, under War and Navy department practice, pledge such correspondents to submit to censorship anything they write in zones of combat or restriction, or what they may write at a later date as result of their observation in these zones. The military department concerned is the censorship agency for all such material.

In case of a protracted enemy attack on the continental United States, necessitating military declaration of a combat zone, censorship within such an area would, of necessity, be by military authority. Accrediting of news gatherers for such a zone will be as in any other combat area. In the case of such an attack and declaration of a military zone of combat, the requests in this Code remain applicable to broadcast operations outside the declared area.

(*h*) PLANES—

Air Units.—Military air units of the United States and the United Nations as to—

Disposition.
Missions.
Movements.
New characteristics.
Strength.

Information concerning new military aircraft and related items of equipment or detailed information on performance, construction and armament of current military aircraft or related items; military activities of commercial air lines or the Civil Air Patrol.

(*i*) FORTIFICATIONS AND AIR INSTALLATIONS.—Location and description of fortifications, including—

Coast Defense Emplacements.
Anti-aircraft guns and other air defense installations.
Defense Installation details of public airports used for military purposes.
Camouflaged objects.
Location of specially constructed bomb shelters.
Location of civilian defense communication control centers.
Information concerning installations by American military units outside the United States.

(*j*) SABOTAGE.—Specifications (including information on bottlenecks) which saboteurs could use to damage war production plants, transportation lines, public utilities, or other military objectives; any information indicating sabotage to them. In reporting accidents, no mention of sabotage should be made except on appropriate authority of the military agency concerned or the Department of Justice.

(*k*) PRODUCTION. (see also SABOTAGE) —Roundups—Collected data on a nationwide scale disclosing production progress or capacity in connection with ordnance, planes, war vehicles or other munitions.

Secret designs—New or secret military weapons, designs, formulas or experiments connected with war production.

Plants—Floor plans or arrangement of war production plants; capacity of plants; actual or prospective progress of production, including revealing employment figures.

Statistics—Statistical information disclosing the amounts of strategic or criti-

cal materials produced, imported or in reserve—such as tin, rubber, aluminum, uranium, zinc, chromium, tantalum, manganese, magnesium, tungsten, silk, platinum, cork, quinine, copper, optical glass, mercury or high-octane gasoline.

Transportation—Movement or transportation of munitions within the United States.

Lend-Lease-Production, Method of delivery, destination, routes or transportation of Lend-lease war material.

(*l*) UNCONFIRMED REPORTS, RUMORS.—The spread of rumors in such way that they will be accepted as facts will render aid and comfort to the enemy. The same is true of enemy propaganda or material calculated by the enemy to bring about division among the United Nations. Enemy claims of ship sinkings, or of other damage to our forces should be weighed carefully and the sources clearly identified, if broadcast.

Caution is advised against reporting, under the guise of opinion, speculation or prediction, any fact which has not been released by an appropriate authority.

(*m*) COMBAT ZONE INTERVIEWS AND LETTERS.—Interviews with service men or civilians from combat zones (including accounts of escapes from foreign territory) should be submitted for review before broadcast, either to the Office of Censorship or to the appropriate Army or Navy Public Relations Officer. Letters from service men in combat zones are censored at the source, for home and family consumption only. When used on the air, broadcasters should measure the contents of such letters in the light of the provisions of this Code. In case of any doubt, consult the Office of Censorship. (See clause on Armed Forces, regarding unit identifications).

(*n*) WAR PRISONERS, INTERNEES, CIVILIAN PRISONERS.—Information as to arrival, movements, confinement, escape or identity of military prisoners from war zones; identity of persons arrested or interned as enemy aliens, or of persons moved to resettlement centers; locations or operations of war prisoner, or alien internment camps or resettlement projects; place of confinement of civilians convicted of treason, espionage or sabotage.

NOTE: The appropriate authority for information as to war prisoners or their camps is the War Department; for information as to resettled persons, the project official in charge; for information as to enemy aliens or their camps, or civilian prisoners described above, the Department of Justice. In any inquiry, please make certain whether the individuals involved are military prisoners of war, enemy aliens or resettled citizens or aliens.

(*o*) MILTARY INTELLIGENCE.—Information concerning operations, methods or equipment of war intelligence or counter-intelligence of the United States or its allies; information concerning available or captured enemy codes or ciphers; or that gained from interception of enemy messages; or information concerning use of secret inks or chemicals or detection of these.

Information concerning secret detection devices.

Information concerning secret United States or Allied means or systems of military communication, including the establishment of new International points of communication.

(*p*) WAR NEWS COMING INTO THE UNITED STATES.—War information originating outside United States territory may be broadcast if its origin is made plain.

In any case of vital security involvement, the Office of Censorship reserves the right to request broadcasters to censor such incoming material on the basis of the Code requests if it is apparent that the information has come on to the United States.

(*q*) GENERAL.—*Casualties.* Identification of combat casualties until made available for publication by the War or Navy Departments or the next of kin.

Strategy.—Secret war plans.

Art Objects, Historical Data.—Information disclosing the new location of national archives, or of public or private art treasures.

Diplomatic Information.—Information about the movements of the President of the United States (including advance notice of the place from which he will broadcast); information of official military, or diplomatic missions of the United States or of any other nation opposing the Axis powers—routes, schedules, destinations within or without continental United States; movements of other individuals or units on military or diplomatic millions.

Premature disclosure of diplomatic negotiations or conversations.

Forest Fires—In reports of forest fires: descriptions of danger areas, weather conditions, activity or methods of saboteurs, organization or placement of special guards, damage or threat of damage to military objectives, or extent of smoke clouds.

II. PROGRAMS

The following suggestions are made in order that broadcasters will have a pattern to follow in accomplishing the most important censorship function of program operation: keeping the microphone under the complete control of the station management, or its representatives.

(*a*) REQUEST PROGRAMS.—*Music.*—No telephoned or telegraphed requests for musical selections should be accepted. No requests for musical selections made by word-of-mouth at the origin of broadcast, whether studio or remote, should be honored.

Talk.—No telephoned or telegraphed requests for service announcements should be honored, except as hereinafter qualified. Such service announcements would include information relating to—

Lost pets.
"Swap" ads.
Mass meetings.
Personal messages.
Club meetings.
Club programs, etc.
Vital statistics.

The same precaution should be observed in accepting "classified advertisements" for broadcasting.

No telephoned, telegraphed or word-of-mouth dedications of program features or segments thereof should be broadcast.

No telephoned, telegraphed or word-of-mouth auction bids, contributions or similar acknowledgments from listeners, should be broadcast.

Exceptions: Emergency announcements (such as those seeking blood donors, doctors, lost persons, lost property, etc.) may be handled in conventional manner if the broadcaster confirms their origin. They should emanate from the police, the Red Cross, or similar recognized governmental or civilian agency.

Service announcements may be honored when source is checked and material is submitted in writing, subject to rewriting by station continuity staff. Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored if the actual broadcast is not made on the anniversary date or at the time or on the date designated in the request.

ALL requests, subject to the above qualifications, may be honored when submitted via mail, or otherwise in writing if they are held for an unspecified length of time and if the broadcaster staggers the order in which such requests are honored, rewriting any text which may be broadcast.

(*b*) QUIZ PROGRAMS.—It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription or short wave, should not be broadcast, except as qualified hereinafter. Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised. Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greatest danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups, where participants are selected from a theater audience, for example, the danger is not so great.

Generally speaking, any quiz program originating remotely, wherein the group is small, wherein no arrangement exists for investigating the background of participants, and wherein extraneous background noises cannot be eliminated at the discretion of the broadcaster, should not be broadcast. Included in this classification are all such productions as man-in-the-street interviews, airport interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected numbers less than 50 people, program conductors are asked to exercise special care. They should devise a method whereby no individual seeking participation can be *guaranteed* participation.

(*c*) FORUMS AND INTERVIEWS.—During forums in which the general public is permitted extemporaneous comment, panel discussions in which more than two persons participate, and interviews conducted by authorized employees of the broadcasting company, broadcasters should devise methods guaranteeing against the release of any information which might aid the enemy as described in Section I of the Code. If there is doubt concerning the acceptability of material to be used in interviews, complete scripts should be submitted to the Office of Censorship for review. (See paragraph (*m*) Section I.)

(*d*) SPECIAL EVENT REPORTING (ad lib).—Special events reporters should study carefully the restrictions suggested in Section I of the Code, especially those referring to interviews and descriptions following enemy offensive action. Reporters and commentators should guard against use of descriptive material which might be employed by the enemy in plotting an area for attack.

If special programs which might be considered doubtful enterprises in view of our effort to keep information of value from the enemy are planned, outlines should be submitted to the Office of Censorship for review.

(See also Paragraph (*a*), Section I.)

(*e*) SIMULATED AIR RAIDS, BLACKOUTS.—In view of the provisions contained in Paragraph (*f*) Section I of this Code, which prescribe radio silence at the scene of an air raid until the "all clear" is sounded, it is the belief of this office, in which the Office of Civilian Defense concurs, that broadcasting stations should not employ their facilities during a simulated air raid in any way which would encourage listeners to rely upon the medium for advice and assistance should an actual raid occur. This is intended to place no proscription on the legitimate broadcast of descriptions and commentaries dealing with simulated air raids and blackouts after the events have been conducted.

(*f*) COMMERCIAL CONTINUITY.—Broadcasters should be alert to prevent the transmission of subversive or restricted information through the use of commercial continuity in program or announcement broadcasts. In this connection, the continuity editor should regard his responsibility as equal to that of the news editor.

III. FOREIGN LANGUAGE BROADCASTS

(*a*) PERSONNEL.—The Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all those engaged in foreign language broadcasting who, in the judgment of appointed authorities in the Office of Censorship, endanger the war effort of the United Nations by their connection, direct or indirect, with the medium. Bases of judgment in exercising this function will be twofold: (1) current material written for broadcast or broadcast over American facilities; (2) past and/or present conduct of the individual, including evidence substantiating his sympathy with the regimes of our enemies. This function of the Office of Censorship is not intended to relieve in any measure the full responsibility resting with the management of the foreign language broadcasting station to employ only those whose loyalty he does not question. There extends to such broadcast management the additional responsibility to report to the Office of Censorship the names of any personnel in this field who might be suspected for any reason.

(*b*) SCRIPTS.—Station managements are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material, with an English translation. (This procedure does not apply to programs originated and produced by the Office of War Information and distributed to foreign language stations). It is further requested that this material be checked "on the air" against the approved script and that no deviations therefrom be permitted. These scripts or transcriptions, with their translations, should be kept on file at the station.

(*c*) SUBMISSION OF SCRIPTS.—From time to time, the Office of Censorship will ask foreign language broadcasters to submit specified scripts to this office for review. When such requests are received, it is understood that the scripts in the original language, as well as English translations thereof, will be submitted. If a station obtains its foreign language program from another originating point via network, these requirements do not apply; in such event the originating station will be held responsible for fulfilling the requests contained herein.

(*d*) Station managements are reminded that all provisions of this code, as outlined in Section I and II, apply equally to foreign language broadcasting.

Broadcasters should ask themselves, "Is this information of value to the enemy?" If the answer is "Yes," they should not use it. If doubtful they should measure the material against the Code.

From time to time the Office of Censorship may find it necessary to issue further communications either to interpret certain existing requests, amend or delete them, or otherwise to cover special emergency conditions. Such communications will be addressed to managers of radio stations and networks and should receive preferential attention.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests; or if special restrictions requested locally or otherwise by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship, Washington. Telephone Executive 3800; Teletype WA-434.

THE OFFICE OF CENSORSHIP,
BYRON PRICE, *Director*.

February 1, 1943.

RADIO DAILY

Sixth Annual Poll of the Radio Editors and Critics for 1942-1943

Commercial Programs

PEPSODENT	543
Texaco Star Theater	441
Fibber McGee & Molly	414
Jack Benny	402
Kraft Music Hall	372
Information Please	360
Lux Radio Theater	258
Chase & Sanborn	174
The Aldrich Family	159
Andre Kostelanetz (Coca-Cola)	123
Red Skelton	123

Entertainers

BOB HOPE	627
Fred Allen	561
Jack Benny	537
Bing Crosby	492
Fibber McGee & Molly	351
Edgar Bergen	294
Red Skelton	237
Kate Smith	177
Eddie Cantor	174
Ed Gardner	168

Dramatic Shows

LUX RADIO THEATER	768
Screen Guild Players	315
One Man's Family	315
Cavalcade of America	198
Aldrich Family	159
First Nighter	114
Mr. District Attorney	108
Inner Sanctum	93
Arch Oboler Plays	90
Radio Reader's Digest	69

Educational Series

CHICAGO ROUND TABLE	462
American Town Meeting	423
CBS School of the Air	330
American Forum of the Air	147
Information Please	120
People's Platform	96
Unlimited Horizons	78
Invitation to Learning	63
March of Time	54
Radio Reader's Digest	54

RESULTS OF RADIO DAILY 1942 CRITICS POLL

Dance Bands (Sweet)

GUY LOMBARDO	666
Sammy Kaye	297
Fred Waring	255
Wayne King	201
Freddie Martin	171
Tommy Dorsey	165
Horace Heidt	144
Kay Kyser	144
Shep Fields	75
Claude Thornhill	75

Comedians

BOB HOPE	737
Fred Allen	573
Jack Benny	558
Fibber McGee & Molly	558
Edgar Bergen	294
Red Skelton	282
Eddie Cantor	99
Abbott & Costello	69
Fannie Brice	60

News Commentators

RAYMOND GRAM SWING	585
William Shirer	423
H. V. Kaltenborn	315
Fulton Lewis, Jr.	228
Cecil Brown	189
Raymond Clapper	177
Edward Murrow	162
John Vandercook	153
Earl Godwin	135
Gabriel Heatter	129

Dramatic Serials

ONE MAN'S FAMILY	552
Aldrich Family	300
Vic & Sade	189
Easy Aces	117
Against the Storm	84
Ma Perkins	81
The Goldbergs	78
Parker Family	69
Those We Love	69
Pepper Young's Family	45
Young Dr. Malone	45

Dance Bands (Swing)

HARRY JAMES	573
Benny Goodman	357
Tommy Dorsey	312
Glenn Miller	216
Gene Krupa	150
Kay Kyser	108
Duke Ellington	102
Sammy Kaye	99
Woody Herman	87
Jimmy Dorsey	75

Quiz Shows

INFORMATION PLEASE	704
Take It or Leave It	507
Quiz Kids	402
Truth or Consequences	291
Dr. I. Q.	255
Double or Nothing	204
Mr. Adam and Eve	114
Bob Hawk	105
Vox Pop	105
Kay Kyser Musical College	87

Sports Commentators

BILL STERN	677
Ted Husing	660
Red Barber	282
Mel Allen	144
Harry Wismer	105
Don Murphy	78
Bob Elson	57
Ken Carpenter	51
Tom Manning	48

Children's Shows

LONE RANGER	489
Let's Pretend	438
Quiz Kids	306
Jack Armstrong	174
Coast to Coast On A Bus	114
Ireene Wicker	108
Don Winslow of the Navy	87
Red Rider	75
Little Blue Playhouse	75
CBS School of the Air	60

(Continued on Page 113)

THE FIRST WAR YEAR AT CBS...for the record

With the attack on Pearl Harbor the Columbia Broadcasting System dedicated itself to the single first task of making radio serve the cause of victory.

What CBS has achieved in this high purpose, as measured by the first full year of the war, is summarized concisely on the following three pages.

CBS believes that all who are interested in radio will honor this record.

DECEMBER 7, 1941....
TO DECEMBER 7, 1942

In the first full year of America's participation in the war, the Columbia Broadcasting System devoted to the war effort . . .

over 36% of its total network operating hours . . .

The Columbia Broadcasting System communicated to the American people . . .

6,471 war programs
3,723 war announcements
4,158 war news broadcasts . . .

These are striking totals. Yet the figures themselves give too little hint of the ingenuity, planning and labor that made these thousands of war-effort broadcasts pos-

sible. They cannot speak for the color, the variety, nor the way in which these broadcasts were keyed to 124 different formal war enterprises, as well as to countless less formal organizations or projects. Each of the 116 CBS stations played its individual—as well as its collective—part in this effort, with initiative and zeal becoming to a patriot.

Notable among these CBS war broadcasts were such distinguished and special war-enterprise programs as...

An American in England
Calling Pan-America
The Commandos
F. O. B. Detroit
Hello Americans
Hello from Hawaii
Man Behind the Gun
The Nature of the Enemy
Report to the Nation
Spirit of '42
Soldiers With Wings
They Live Forever
The 22nd Letter
Womanpower

On the next page there is evidence that others beside CBS have remarked what CBS has done (and will continue to do) to serve the cause of victory.

AWARDS, CITATIONS AND HONORS...1942

For Distinguished Service in the American War Effort

AMERICAN WAR HEROES FOUNDATION Scroll to Ted Collins broadcasting on CBS.

BLUE STAR MOTHERS OF AMERICA Award of honorary life membership to Kate Smith broadcasting on CBS.

GEORGE FOSTER PEABODY AWARDS – 1942 To CBS for patriotic service. To Norman Corwin's *We Hold These Truths.*

MOTION PICTURE DAILY (*7th Annual Poll of Radio Editors and Columnists*) First News awards to CBS. Award to *Cheers from the Camps.*

NATIONAL ASSOCIATION OF BROADCASTERS (*1st Annual Station Promotion Competition*) William B. Lewis Award for "most effective inspiration of the radio audience to continued support of the war effort" to CBS station KMOX, St. Louis. Certificate of Award to CBS station WBBM, Chicago, special mention to CBS station WEEI, Boston.

NATIONAL HEADLINERS CLUB Silver plaque to Cecil Brown.

NEW YORK WORLD-TELEGRAM (*12th Annual Poll of Radio Editors*) Cecil Brown's description of the sinking of HMS *Repulse* and *Prince of Wales* voted "the outstanding single broadcast" of 1942.

OHIO STATE UNIVERSITY (*Institute for Education by Radio*) First general awards to CBS. Honorable mention for *People's Platform.*

OVERSEAS PRESS CLUB ANNUAL RADIO AWARD To Cecil Brown for radio reporting.

RADIO EXECUTIVES CLUB OF NEW YORK Plaque to Paul White, CBS Director of Public Affairs, for "outstanding work in securing news broadcasts from various war fronts."

VARIETY (*10th Annual Showmanagement Survey*) Plaque for "outstanding wartime service" and special award for "fostering racial goodwill and understanding" to five CBS stations. Special award to CBS affiliate WRVA, for "contributions to military-civilian understanding." Special commendation for contributions to war effort to individual staff members at WRVA, WBT, KMBC, KOIN, and WHP. Special commendation for good ideas applied to the victory effort, to WBBM and WCKY.

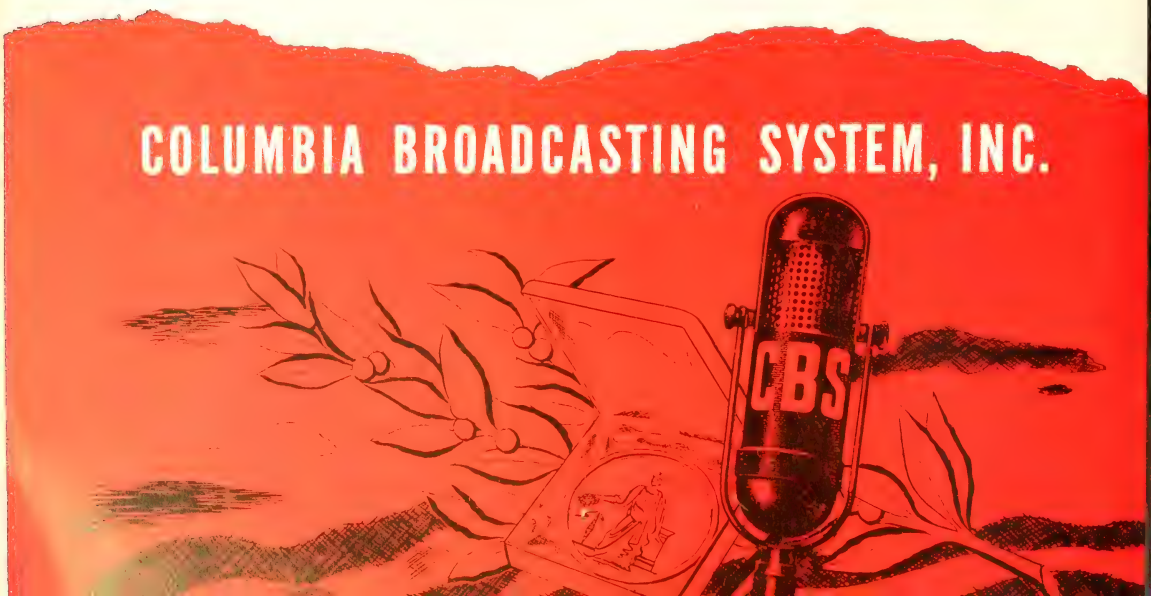
VARIETY (*Wartime Radio Showmanship Survey*) Scrolls of honor awarded to five programs on CBS for their handling of war messages.

WOMAN'S PRESS CLUB OF NEW YORK Certificate of merit to CBS for *They Live Forever.*

WOMEN'S NATIONAL RADIO COMMITTEE Honorable mention to four CBS programs, among them *Elmer Davis and the News.*

YOUTHBUILDERS, INC. Scroll of honor to Norman Corwin for *This is War.*

This list represents only war-effort awards. 29 other awards were made to CBS in 1942.



Symphony Conductor

ARTURO TOSCANINI	675
Leopold Stokowski	483
Frank Black	216
Eugene Ormandy	192
Andre Kostelanetz	177
Artur Rodzinski	156
Alfred Wallenstein	144
Bruno Walter	129
Serge Koussevitzky	117
Howard Barlow	72

Symphony Programs

N. Y. PHILHARMONIC	750
NBC Symphony	490
CBS Symphony (summer)	219
Coca-Cola (Kostelanetz)	168
Cleveland Symphony	150
Wallenstein Simfonietta	96
Boston Symphony	96
Telephone Hour	84
Metropolitan Opera	78
Radio City Symphony	60

Male Vocalists (Classical)

RICHARD CROOKS	591
Nelson Eddy	459
Lawrence Tibbett	432
John Charles Thomas	375
James Melton	339
Jan Peerce	147
Frank Munn	141
Conrad Thibault	129
Lauritz Melchior	87
Paul Robeson	78

Female Vocalists (Classical)

GLADYS SWARTHOUT	543
Lily Pons	534
Lucille Manners	408
Vivian Della Chiesa	231
Jessica Dragonette	225
Margaret Speaks	225
Marian Anderson	186
Eileen Farrell	93
Josephine Houston	78
Josephine Antoine	72

Male Vocalists (Popular)

BING CROSBY	736
Dennis Day	429
Barry Wood	249
Kenny Baker	222
Lanny Ross	216
Frank Parker	171
Frank Munn	153
Frank Sinatra	144
Bob Eberly	96
Rudy Vallee	78

Female Vocalists (Popular)

DINAH SHORE	753
Kate Smith	567
Ginny Simms	414
Connee Boswell	294
Diane Courtney	258
Mary Martin	183
Frances Langford	168
Helen O'Connell	102
Harriet Hilliard	45
Marian Hutton	45

RADIO editors, writers and critics on newspapers and periodicals throughout the United States and Canada took part in the sixth annual poll conducted by RADIO DAILY.

Tabulations were made on the basis of 10 *points for each first choice,* 9 *points for each second choice and proportionately down the line. All figures represent points out of a possible* 1,000.

Original signed questionnaires as returned by the radio editors and the worksheets used in the tabulation of the votes are carefully preserved by RADIO DAILY. It is regarded as the one authoritative pool of its kind conducted by a radio industry business paper and is presented as a service to the trade which finds it helpful to have a true cross-section of opinion from the nation's radio editors.

(Continued on Following Page)

DATA ON PROGRAM WINNERS IN RADIO DAILY'S SIXTH ANNUAL POLL of RADIO CRITICS

(Pepsodent (Bob Hope) Program

Sponsored by Pepsodent Co.; Tuesdays, 10-10:30 p.m., EWT. on NBC petwork. *Agency*: Lord & Thomas. *Cast*: Bob Hope, Jerry Colonna, Vera Vague, Frances Langford and guests. *Orchestra*: Skinnay Ennis.

☆

Texaco Star Theater

Sponsored by the Texas Co.; Sundays, 9:30-10 p.m., EWT. on CBS network. *Agency*: Buchanan Co. *Cast*: Fred Allen, Portland Hoffa and guest stars. *Orchestra*: Al Goodman.

☆

Fibber McGee & Molly

Sponsored by S. C. Johnson & Son, Inc.; Tuesdays, 9:30-10 p.m., EWT. on NBC network. *Agency*: Needham, Louis & Brorby, Inc. *Cast*: Marion and Jim Jordan. *Orchestra*: Billy Mills.

☆

Jack Benny

Sponsored by General Foods Corp.; Sundays, 7-7:30 p.m., EWT. on NBC network. *Agency*: Young & Rubicam, Inc. *Cast*: Jack Benny, Mary Livingstone, Rochester, Dennis Day and Don Wilson. *Orchestra*: Phil Harris (to Dec. 6).

☆

Kraft Music Hall

Sponsored by Kraft Cheese Corp.; Thursdays, 9-10 p.m., EWT, on NBC network. *Agency*: J. Walter Thompson Co. *Cast*: Bing Crosby, guest stars. *Orchestra*: John Scott Trotter.

☆

"Information Please"

Sponsored by American Tobacco Co.; Fridays, 8:30-9 p.m., EWT on NBC network. *Agency*: Lord & Thomas, Inc. *Cast*: Clifton Fadiman, Franklin P. Adams, John Kieran, Oscar Levant, Milton Cross and guests.

☆

Lux Radio Theater

Sponsored by Lever Bros. Co.; Monday, 9-10 p.m., EWT, on CBS network. *Agency*: J. Walter Thompson Co. *Cast*: Cecil B. DeMille, producer, and guest stars. *Orchestra*: Louis Silvers.

☆

Chase & Sanborn Hour

Sponsored by Standard Brands, Inc., for Chase & Sanborn Coffee; Sundays, 8-8:30 p.m., EWT, on NBC network. *Agency*: J. Walter Thompson Co. *Cast*: Edgar Bergen, "Charlie McCarthy," Don Ameche and guest stars. *Orchestra*: Ray Noble.

☆

"The Aldrich Family"

Sponsored by General Foods Corp. on NBC network, Thursdays, 8:30-9 p.m., EWT. *Agency*: Young & Rubicam, Inc. *Cast*: Norman Tokar heads the troupe as Henry Aldrich; Katharine Raht, as Mrs. Aldrich; House Jameson, as Mr. Aldrich; Jackie Kelk, as Homer. *Orchestra*: Jack Miller.

☆

Red Skelton

Sponsored by Brown & Williamson Tobacco Co. *Agency*: Russel M. Seeds Co., on NBC Tuesdays from 10:30-11 p.m., EWT. *Cast*: Red Skelton, Harriet Hilliard, Wonderful Smith and Ozzie Nelson. *Orchestra*: Ozzie Nelson.

THE PRODUCTION SIDE OF RADIO

Back Stage During 1942

RADIO'S writers, producers and directors, did not have to climb on any "bandwagon" when it became evident that the Government's program called for more and more use of broadcasting in every conceivable manner. On the contrary radio's backstage folk as well as those "out front" were already on the front line doing everything possible long before Pearl Harbor. Thus, unlike many other industries, radio was well in its stride when the Government needed it most, and proceeded to give its services to the Office of War Information, for instance, with no confusion, but with the maximum of efficiency. Foreign language producers and stations also, offered their services freely.

Production At All-Time High

Despite the prodigious amount of work accomplished for and in cooperation with the Government agencies, radio's backstage continued to expand its activities as is revealed by peak billings for the networks and numerous independent outlets and regionals.

While a considerable number of productions never saw the light of day due to transcription difficulties with the American Federation of Musicians, the majority of these were merely switched from the proposed musical productions to dramatic.

As to the average program itself, the war effort wielded considerable influence, as is to be expected, and yet, there remained more than enough of the usual type and brand new productions to take the listeners mind off the war, when such was deemed expedient. Lack of commodities and rationing did much to cut remaining one-hour shows to a half-hour; however such casualties were quickly met by the producers and new accounts, plus switches to more desirable time filled the breech and maintained certain network continuity of entertainment.

Television and FM

Television naturally bowed to the war-effort and simmered down to Civilian Defense shows and films in most outlets. With the FCC issuing an order permitting these stations to reduce the amount of time televised weekly, production men vitally needed elsewhere were freed; conservation of materials in this case was another important factor.

Frequency Modulation hesitated for a moment, then put its best foot forward and decided to hold the fort. It was held that FM has become of age and efforts were redoubled to provide a steady stream of programs. During the year licensees who might have held off, took to the air. That the war prevented it from blossoming out strong, is of course generally conceded. There is no indication of a letdown during the year, for this type of broadcasting. It will not become a stepchild according to those in back of it.

International Aspects

Shortwave broadcasting was a lively baby during the year. Leasing of the outlets to the Government did not change production schedules too much. Rather a closer coordination and control for specific causes was the result and, the great responsibility of this powerful medium being properly directed was passed over to the Federal agencies. As in the past, 100 per cent cooperation between networks, other licensees and Government bureaus, is the byeword.

Shows For Overseas Forces

As an indication of what producers in and out of the armed services have done and are doing, and the excellent spirit of cooperation which prevails, men in the service throughout the world receive a constant supply of point-to-point live talent programs not to mention nearly 1,000,000 transcribed shows of top-notch entertainment, already sent to every part of the world.

Between shortwave schedules and the recorded programs, there has been little lack of radio entertainment for the armed forces no matter where they are stationed. This is made possible by the skill of some of our best producers, artists and engineers who have worked and continue to work unceasingly "backstage" so that the production side at least does a job the best it knows how.

(For Complete Production Section Please Turn to Page 635)

FEDERAL RADIO WAR AGENCIES

CIAA—ARMY—NAVY—OWI

WAR SAVINGS STAFF

Coordinator of Inter-American Affairs (Rockefeller Committee)

WASHINGTON OFFICE

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Assistant Director of Radio Division
John W. G. Ogilvie

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Head Radio Program Officer .....Wilfred S. Roberts
Head of Programming Dept. .....John White, Jr.
Head of Production Dept. .....Mucio Delgado
Head of Transcription Dept. .....George Vogel

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Head of Hollywood Office .....Jack W. Runyon

SAN FRANCISCO OFFICE

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Head of San Francisco Office .....Hobart Montee

Navy Department Office of Public Relations, Radio Section

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Lieut. William J. Bailey, USNR; Lieut. Charles E. Dillon, USNR; Lieut. (jg) James C. Shattuck, USNR; Lieut. (jg) Paul Glynn, USNR; Ensign Oscar L. Hume, USNR.

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Lieut. Thayer Cummings, USNR; Lieut. (jg) Armand S. Deutsch, USNR.

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Office of War Information Domestic Radio Bureau

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Railroad Retirement Bldg., Washington, D. C.
Phone, Republic 7500

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Montpelier, Vt.: Pavilion Hotel. Phone, Montpelier 1700; Evenings, Montpelier 37.

Nashville, Tenn.: 909 Stahlman Bldg. Phones, Nashville, 5-0671, Extension 22.

Newark, N. J.: Gyobe Indemnity Bldg., 20 Washington Place. Phone, Market 2-0700. James J. Kennedy.

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Oklahoma City, Okla.: 435 Key Bldg. Phone, Oklahoma City 7-1551. Harrington Wimberly.

Omaha, Nebr.: 1201 City National Bank Bldg. Phone, Jackson 6466. Lawrence May.

Phoenix, Ariz.: 501 Security Bldg. Phones, Phoenix 4-7181, Extension 14; Evenings, 4-7180. Pauline B. Brown.

Pittsburgh, Pa.: 411 Fulton Bldg. Phone Grant 2966. Harry Kodinsky.

Portland, Ore.: 713 Bedell Bldg. Phone, Broadway 8471. Ben Titus.

Raleigh, N. C.: 705 Capital Club Bldg. Phones, Raleigh 3-1903, Raleigh 3-1901.

St. Louis, Mo.: 1101 Paul Brown Bldg., 818 Olive St. Phone, Central 3200. Edward Thompson.

Salt Lake City, Utah: Atlas Bldg., 36½ West Second St. Phone, Salt Lake City 5-7531. Ottis Peterson.

San Antonio, Texas: Majestic Bldg. Bess C. Woolford.

Seattle, Wash.: 440 Henry Bldg. Phone, Elliott 0200. Howard MacGowan.

Wichita, Kans.: 205 York Rite Bldg. Phone, Wichita 5-8661, Extension 11. Pliny Castanien.

War Department Bureau of Public Relations, Radio Branch

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Executive Officer ..... Captain Jack Harris

Head, Planning Section ... Captain Frank E. Pellegrin

Head, Placement Section ..... Major Harold B. Rorke

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All initial correspondence should be directed to the Washington office address, rather than to individual personnel. Long distance telephone calls should be directed to the Executive Officer, unless previous contacts have been established. Inquiries and communications thus addressed will be routed more efficiently.

The New York office functions only in matters concerning "The Army Hour;" everything else should be referred to Washington.

War Savings Staff Radio Section Treasury Department

709 Twelfth St., N. W., Washington, D. C.

National 6400

PERSONNEL

Director of Radio & Press ..... Vincent F. Callahan

Chief, Radio Section ..... Marjorie L. Spriggs

Assistant Chief, Radio Section ..... Emerson Waldman

Special Events ..... Morton A. Milman

Station Relations ..... Jules Alberti

Traffic ..... Estelle Broderick

Transcriptions ..... Everette G. Opie

Assistant ..... Ruth Girard

BRANCH OFFICE

1270 Sixth Ave., New York, N. Y.

Phone, CIrcle 61-3100

Executive-In-Charge ..... William Rainey

FUNCTIONS

The Radio Section of the War Savings Staff of the Treasury Department handles all radio promotion for the sale of War Bonds and Stamps. Description of activities is to be found in "Radio in Defense" section in this volume.

THE BUSINESS SIDE

of

RADIO

Agency and Sponsor Network Billings

•

News Services

•

Station Representatives

•

Advertising Agencies

•

Research Firms

•

Federal Communications Commission

•

U. S. Census Data

•

"Shifting Populations"

N. C. A. C.

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ARTISTS IN RADIO, CONCERT, THE THEATRE,
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CHICAGO
MERCHANDISE MART

HOLLYWOOD
SUNSET AT DOHENY

SAN FRANCISCO
111 SUTTER STREET

THE BUSINESS SIDE OF RADIO

By Sylvia Weiss
RADIO DAILY Staff

RADIO has gone beyond just withstanding the rigors of the first year of a modern, global war. It has enhanced and solidified its position as a medium of communication vitally aiding the Allied effort. During 1942 radio also has proved its business resourcefulness, and an ability to recover quickly from retrictions and operating obstacles. Radio, the commercial side of radio, revealed great flexibility and adaptability to a new order of advertising practice which came into being, in step with change the world over.

After one month of war, there were trepidations about radio's remaining a private enterprise and retaining its commercial aspects. The trade's initiative in selling the American public on an all-out war effort automatically filled its licensing requirements to an overflow and warded off Government seizure. With that fear somewhat allayed, radio set about adjusting itself to a new commercial aspect under war conditions.

It became evident, early, that there would be some advertising casualties. Radio sprung to the challenge, and more than ever before, started out to sell itself. The predicted evolution from a seller's market to a buyer's market was discernible. However, the withdrawal of advertisers whose facilities were turned over to complete war production, such as the automotive and radio manufacturing industries, was not as complete as had originally been feared.

What withdrawals there were were mitigated on several fronts. For every one which dropped out, radio found there were two others ready to move in, with the result that 1942 gained a healthy influx of new advertisers.

Post-War Factor

There were fewer withdrawals than at first expected because enterprise adopted a long term point of view. Following the national trend, these advertisers have not lost sight of the post-war while bending every effort to execute the war at hand. These advertisers have maintained local and national advertising campaigns to keep their names before the public—a short memoried public.

A second group of institutional advertisers has indulged in selling its private prestige and the war effort at the same time. Here are firms, such as General Motors, which have no immediate product to market, but which have been conditioning the public to associate the organization with home front and camp morale, and war production effort.

A third group of institutional advertisers brought on by the war consists of those who, often, have never used radio before, but who bought single radio shots to air a production award, or to stage an elaborate morale program such as Elgin Watch Co.

Easing early qualms about the possible loss of advertisers was the tendency of some of these clients to substitute spot advertising for network programming, rather than fold up entirely. Resorting to this change in distribution were organizations which had to use radio to do a direct selling job as an assistant to a greatly reduced staff of traveling salesmen.

Discount Plans

The innovation this year by all the networks, of a special discount plan to encourage full use of network hook-ups brought in great returns both for the networks and stations. Encouraging to advertising as a whole was the favorable attitude on the part of the Treasury and the Bureau of Internal Revenue in making allowances for advertising on income tax returns.

By the foregoing evidences of ingenuity, radio has not only held its ground, it has been able to show an average increase in grosses. Among the networks, Mutual, perhaps, enjoyed the largest percentage of gain for the year. The Blue, for its first year of operation independent of NBC, reported coming out in the black, an encouraging tone for the whole trade. Both NBC and CBS were able to chalk up increased gross revenues for the year.

These experiences of 1942 have given radio confidence in change. The year has demonstrated that many former practices and institutions have outlived their term, and that new forms are coming in. There are indications that the evolution is young, but that initiative, alertness and drive will enable radio to maintain its self-supporting respect. Together with the knowledge that technological developments in the field are making headway fast, these progressive qualities of the industry bid a fair future for radio.

AGENCY—SPONSOR NETWORK EXPENDITURES

Blue Network Co.
1942 Agency Gross Billings

Blackett-Sample-Hummert, Inc.	$2,451,298
Young & Rubicam, Inc.	1,423,288
Wade Advertising Agency	1,277,917
J. Walter Thompson Company	1,168,219
Maxon, Inc.	1,030,288
Roche Williams Cunnyngham, Inc.	1,015,598
Ruthrauff & Ryan, Inc.	866,045
D'Arcy Advertising Company	828,085
Lennen & Mitchell, Inc.	573,780
J. Stirling Getchell, Inc.	347,278
Benton & Bowles, Inc.	317,138
Aubrey Moore & Wallace, Inc.	305,544
Pedlar & Ryan, Inc.	289,097
Buchanan & Company, Inc.	284,658
Gardner Advertising Company	267,816
Warwick & Legler, Inc.	257,741
Newell-Emmett Company	242,130
Small & Seiffer, Inc.	228,654
Henri, Hurst & McDonald, Inc.	225,337
Critchfield & Company	208,888
Wm. Esty & Company, Inc.	208,934
Kenyon & Eckhardt, Inc.	194,436
Batten, Barton, Durstine & Osborn, Inc.	124,901
Glicksman Advertising Company, Inc.	122,290
McCann-Erickson, Inc.	120,386
Emil Mogul Company	107,062
Raymond Spector Company, Inc.	103,016
Walsh Advertising Company, Ltd.	102,672
Joseph Katz Company	100,011
H. W. Kastor & Sons Advertising Company, Inc.	96,818
Clements Company, Inc. (The)	96,609
Ted Bates, Inc.	88,575
Albert P. Hill Company, Inc. (The)	73,407
MacWilkins & Cole, Inc.	61,656
Walker & Downing	60,687
Duane Jones Company	58,572
Addison Lewis & Associates	56,796
Morse International, Inc.	50,039
J. M. Mathes, Inc.	42,360
Donahue & Coe, Inc.	38,755
J. D. Tarcher & Company	35,226
Russel M. Seeds Company, Inc.	33,252
Lord & Thomas	29,300
J. William Sheets	24,844
MacFarland-Aveyard & Company	18,967
Keeling & Company, Inc.	13,644
Direct	8,254
McCarty Company	8,206
Pacific National Advertising Agency	7,134
E. M. Freystadt Associates, Inc.	7,130
Bauerlein, Inc.	6,284
Gray & Rogers	5,676
Leon Livingston Advertising Agency	5,569
Glasser-Gailey & Company	4,801
Mayers Company	4,644
William B. Remington, Inc.	4,200
Barton A. Stebbins Advertising Agency	4,038
Raymond R. Morgan Company	4,101
Peck Advertising Agency, Inc.	3,338
Horton-Noyes Company	2,591
Smith & Drum, Inc.	1,364
Schwab & Beatty, Inc.	340
Fort & Co.	165
	$15,752,909
Political:	
Duane, Jones Company	15,200
Wellman Advertising Agency	10,154
Direct	2,596
Leighton & Nelson	956
Halpern Advertising Agency	678
	$29,584
GRAND TOTAL	$15,782,493

Columbia Broadcasting System
1942 Agency Gross Billings

Young & Rubicam, Inc.	$5,674,501
Ruthrauff & Ryan, Inc.	5,101,813
J. Walter Thompson Co.	3,206,386
Blackett-Sample-Hummert	3,202,741
Ward Wheelock Co.	2,426,578
The Biow Co., Inc.	1,950,838
Compton Advertising, Inc.	1,881,107
Lord & Thomas	1,813,486
Arthur Meyerhoff & Co.	1,801,957
William Esty & Co., Inc.	1,779,100
Benton & Bowles, Inc.	1,597,846
Ted Bates, Inc.	1,514,483
Newell-Emmett Co.	1,472,639
McCann-Erickson, Inc.	1,345,321
Batten, Barton, Durstine & Osborn, Inc.	1,033,111
Buchanan & Co., Inc.	939,149
Pedlar & Ryan, Inc.	898,484
Gardner Advertising Co.	877,043
Knox Reeves Advertising, Inc.	863,437
Maxon, Inc.	832,606
Geyer, Cornell & Newell, Inc.	663,846
Sherman & Marquette, Inc.	651,741
D'Arcy Adv. Co., Inc.	506,729

Arthur Kudner, Inc.	466,707
Campbell-Ewald Co., Inc.	433,741
C. L. Miller Co.	387,359
Duane Jones Adv. Agency	315,691
Raymond R. Morgan Co.	237,985
Sorensen & Co.	211,142
Aubrey, Moore & Wallace, Inc.	180,773
H. W. Kastor & Sons Adv. Co., Inc.	172,166
Joseph Katz Co.	125,714
Roche, Williams & Cunnyngham, Inc.	121,941
Sayre M. Ramsdell Associates	111,060
J. M. Mathes, Inc.	102,012
Erwin, Wasey & Co., Inc.	74,408
Cruttenger & Eger	60,570
Russel M. Seeds Co., Inc.	54,009
J. D. Tarcher & Co.	49,082
Smith & Drum, Inc.	46,164
Federal Advertising Agency	44,746
Westco Advertising Agency	36,612
Franklin Bruck Co.	31,916
Glasser-Gailey & Co.	31,446
Brooks Advertising Agency	30,888
Brisacher, Davis & Staff	30,196
Kenyon & Eckhardt, Inc.	28,026
Long Advertising Service	15,560
Tomaschke-Elliott, Inc.	15,273
Marschalk & Pratt, Inc.	13,620
Morse International, Inc.	12,827
Badger & Browning & Hersey, Inc.	12,364
Gillham Advertising Agency	10,920
Lake-Spiro-Shurman Co.	9,126
H. M. Kiesewetter Adv. Agency	7,683
Cary-Ainsworth, Inc.	5,865
Walter K. Neill	5,833
The McCarty Co.	5,275
Atherton & Currier, Inc.	4,498
Joseph Aurrecoechea Adv. Agency	4,466
Harry M. Frost Co., Inc.	3,845
Ewing C. Kelly, Advertising	3,248
John W. Queen	2,190
Milton Weinberg Adv. Co.	1,914
V. G. Frietag	1,827
W. L. Gleeson & Co.	1,624
General Advertising Agency, Inc.	1,490
Leighton & Nelson	1,178
Arthur Cooksey	812
C. Brewer Smith Adv. Agency	680
R. H. Alber Co.	406
Dana Jones Co.	406
Eugene F. Rouse & Co.	406
Campaigns, Inc.	305
Lockwood-Shackelford Adv. Agency	188
GRAND TOTAL	$45,593,125

Mutual Broadcasting System 1942 Agency Gross Billings

Ivey & Ellington	$1,305,503.97
Blackett-Sample-Hummert	1,195,822.73
R. H. Alber Co.	1,064,935.56
Erwin, Wasey & Co., Inc.	718,208.18
D'Arcy Advertising Co., Inc.	642,984.94
Maxon, Inc.	604,670.58
J. Walter Thompson	448,087.76
William Esty & Co.	447,057.26
Knox Reeves Adv., Inc.	300,421.95
Jack Parker and Associates	242,814.00
Kelly, Zahrndt & Kelly, Inc.	175,936.16
Kenyon & Eckhardt, Inc.	171,865.00
Campbell-Mithun, Inc.	170,392.26
G. C. Hoskin & Associates	165,422.00
Aircasters, Inc.	128,076.30
Roche, Williams & Cunnyngham, Inc.	112,510.00
William H. Weintraub & Co.	111,666.77
Aubrey, Moore & Wallace, Inc.	95,754.80
Bermingham, Castleman & Pierce, Inc.	74,727.00
Ruthrauff & Ryan, Inc.	71,064.66
Redfield-Johnstone, Inc.	59,634.00
Leo Burnett Company, Inc.	57,028.06
Hays-Macfarland & Co.	40,108.20
Duane Jones Company	35,101.08
M. H. Hackett, Inc.	29,730.00
Grady & Wagner Co.	24,439.50
Lord & Thomas	19,326.34
Young & Rubicam, Inc.	13,674.38
Weston-Barnett, Inc.	9,386.25
Marschalk & Pratt, Inc.	7,368.19
H. B. Humphrey Co.	6,352.00
Buchanan & Co., Inc.	5,004.50
Clarence Juneau Agencies	2,964.00
Sweeney & James Co.	1,315.50
Direct	10,309.50
Locally Sponsored	761,729.63
TOTAL	$9,636,122.49

National Broadcasting Co. 1942 Agency Gross Billings

Not Available

Blue Network Co. 1942 Sponsor Expenditures

Sterling Products, Inc.		$1,710,654
Good Will Hour	$585,306	
Manhattan At Midnight	338,800	
American Melody Hour	78,410	
Monday Merry-Go-Round	78,534	
Orphans Of Divorce & Second Husband	315,252	
Amanda Of Honeymoon Hill	314,352	
American Home Products, Inc.		1,153,832
Easy Aces	414,997	
Just Plain Bill	313,996	
John's Other Wife	313,996	
Mr. Keen, Tracer Of Lost Persons	110,813	
Miles Laboratories, Inc.		1,277,917
Ford Motor Company		1,012,626
General Mills, Inc.		843,352
Coca-Cola Company		822,874
Sun Oil Company		786,928

Carter Products, Inc.	578,191
Andrew Jergens Company (The)	541,488
Swift & Company	504,205
Bristol-Myers Company	405,805
J. B. Williams Company	351,036
Socony Vacuum Oil Company	347,278
General Foods Corporation	317,138
Williamson Candy Company	305,544
Ralston-Purina Company	267,816
Pepsi-Cola Company	242,130
Dr. Earle S. Sloan, Inc.	217,314
Wheeling Steel Corporation	208,888
R. J. Reynolds Tobacco Company	203,786
Standard Brands, Inc.	194,436
American Cigarette & Cigar Company	192,012
Time, Inc.	181,232
Hall Brothers, Inc.	176,725
Texas Company	174,850
P. Ballantine & Sons	159,708
Wander Company (The)	157,114
P. Lorillard Company	131,592
Adam Hat Stores, Inc.	122,290
Cream of Wheat Corporation	114,622
Pillsbury Flour Mills Company (The)	114,216
Trimount Clothing Company, Inc.	107,062
Serutan Company	103,016
Ontario Travel & Publicity Bureau	102,672
Ex-Lax, Inc.	100,041
Welch Grape Juice Company	96,818
Pan-American Coffee Bureau	95,520
Langendorf United Bakeries, Inc.	88,697
D. L. Clark Company	73,407
Mail Pouch Tobacco Company	60,687
Neighbors of Woodcraft	61,656
Minneapolis-Honeywell Regulator Company	56,796
Lance, Inc.	50,039
Acme White Lead & Color Works	48,612
Modern Food Process Company	48,597
Hecker Products Corporation	48,012
C. F. Mueller Company	46,824
Canada Dry Ginger Ale, Inc.	42,360
Sherwin Williams Company (The)	40,427
Loew's Inc.	38,755
Smith Brothers	35,226
Mennen Company (The)	33,252
Political	29,584
Tidewater Associated Oil Company	29,300
Skinner & Eddy Corporation	24,844
Northwestern Yeast Company	18,967
Gillette Safety Razor Company	17,662
Paramount Pictures, Inc.	11,288
Wilson Milk Company	13,644
Joseph Tetley & Company, Inc.	11,748
A. S. Boyle Company	10,482
Council for Candy as Food in Wartime	10,279
Sales Builders, Inc.	1,364
Seaside Oil Company	8,206
A. Schraeder's Sons	7,130
Higgins Industries, Inc.	6,284
Scovill Mfg. Company	6,170
Autocar Company	5,676
Nestle's Milk Products, Inc.	5,569
Libby McNeill & Libby	5,262
White Motor Company	5,211
Pacquin, Inc.	5,148
Bauer & Black	4,908
Photo-Developing, Inc.	4,644
Fisher Flouring Mills, Inc.	4,585
Babcock & Wilcox Company	4,373
Independent Lock Company	4,200
Austin Studios	4,117
Kerr Glass Mfg. Corporation	4,101
Chlorine Solutions, Inc.	4,038
Gilbert & Barker Mfg. Company	3,881
Electric Boat Corporation	3,338
Jenkins Brothers	2,591
Washington Cooperative Egg & Poultry-Association	2,549
Calavo Growers of California	1,026
L. B. Laboratories, Inc.	684
Doubleday, Doran & Company, Inc.	340
Cramerton Mills	165
TOTAL	$15,782,493

Columbia Broadcasting System 1942 Sponsor Expenditures

Lever Bros. Co.	$4,226,550
General Foods Corp.	4,223,395
Proctor & Gamble Co.	3,087,534
Campbell Soup Co.	2,858,829
Wm. Wrigley Jr.	2,462,069
R. J. Reynolds Tobacco Co.	1,779,100
Colgate-Palmolive-Peet Co.	1,697,460
Liggett & Myers Tob. Co.	1,472,639
Sterling Products, Inc.	1,469,634
American Products Corp.	1,367,079
Philip Morris & Co., Ltd., Inc.	1,282,281
General Mills, Inc.	1,194,607
American Tobacco Co.	981,927
Texas Co.	899,812
Pet Milk Sales Co.	887,963
Johns-Manville Corp.	854,538
General Electric Co.	734,710
Eversharp Co.	668,557
E. R. Squibb & Sons	663,846
Celanese Corp.	610,446
Emerson Drug Co.	605,587
Chrysler Corp.	603,039
Lady Esther Co.	598,416
Gulf Oil Corp.	538,944
Quaker Oats Co.	516,105
Chesebrough Mfg. Co.	506,772
Coca-Cola Co.	506,729
Continental Baking Co.	502,964
Pacific Coast Borax Co.	500,475
Prudential Insurance Co. of America	489,419
U. S. Tobacco Co.	466,707
California Fruit Growers Exchange	457,223
General Motors Corp.	433,741
P. Lorillard Co.	406,599
United Fruit Co.	386,378
Armstrong Cork Co.	372,308
B. T. Babbitt, Inc.	323,799
International Silver Co.	250,318
Johnson & Johnson	245,313
Parker Pen Co.	213,723
Bowey's, Inc.	211,142

Corn Products Refining Co.	201,172
Curtiss Candy Co.	186,187
Campana Sales Co.	180,773
Welch Grape Juice Co.	172,166
Ford Motor Co.	160,370
Pillsbury Flour Mills Co.	140,931
American Oil Co.	125,714
Lewis Howe Co.	121,941
Los Angeles Soap Co.	118,429
Philco Corp.	111,060
Planters Nut & Choc. Co.	101,184
Magazine Repeating Razor Co.	97,458
International Cellucotton Products Corp.	72,864
Armour & Co.	65,934
Continental Radio & Television Corp.	60,570
Union Oil Co.	60,088
Thomas J. Lipton, Inc.	59,640
Sunnyvale Packing Co.	58,344
Macfadden Publications	55,818
C. F. Mueller Co.	54,509
Lockheed Aircraft Corp.	54,972
Elgin National Watch Co.	48,212
General Petroleum Co.	46,164
General Cigar Co.	44,746
Luxor, Ltd.	44,506
Richard Hudnut	38,964
California Packing Co.	36,773
Brown & Williamson Tobacco Corp.	34,733
Manhattan Soap Co.	31,916
Bekins Van & Storage Co.	30,888
McKesson & Robbins, Inc.	29,976
Peter Paul, Inc.	29,588
Gillett Safety Razor Co.	29,321
Soil-Off Mfg. Co.	28,171
Mennen Co.	19,276
Smith Bros.	19,106
Barbasol Co.	18,590
Colonial Dames, Inc.	17,458
J. A. Folger & Co.	16,748
Par Soap Co.	15,273
Tidewater Associated Oil Co.	14,328
Mode O'Day Corp.	13,988
Standard Oil Co. of N. J.	13,620
Vick Chemical Co.	12,827
California Prune & Apricot Growers Assn.	12,761
American Chicle Co.	12,364
Paramount Pictures, Inc.	11,166
Mentholatum Co.	9,345
Plough, Inc.	9,126
Golden State Co., Ltd.	8,899
Bathasweet Corp.	7,683
Northern Pump Co.	6,709
Republican State Committee, N. Y.	6,048
Chamberlain Laboratories	5,865
Nesbitt Fruit Products, Inc.	5,833
Seaside Oil Co.	5,275
Ludens, Inc.	4,554
J. C. Eno, Ltd.	4,498
California Federation of Labor	4,466
Committee Re-election of Gov. Olson	3,248
Gallenkamp Stores	2,799
Massachusetts Democratic State Committee	2,571
Olson for Governor	1,914
Independent Petroleum & Consumers Assn.	1,827
Massachusetts Republican State Committee	1,820
Comm. for Furtherance of Democratic Principles—Mass.	1,800
Citizens Rights Committee	1,624
Kenny for Attorney General	1,624
Eagle Oil & Refining Co.	1,490
Independent Citizens Comm., N. Y.	1,178
Gano Culwell for Gov.	812
Scudder Food Products	608
Hollywood Dem. Comm. for Gov. Olson	406
Public Health League	406
Earl Warren Committee	406
Robt. Bushwell, Attorney General, Mass.	370
Warren for Gov. Comm.	305
Breakfast Club Coffee	188
Comm. for State Improvement—Mass.	151
GRAND TOTAL	$15,593,125

Mutual Broadcasting System 1942 Sponsor Expenditures

Bayuk Cigars, Inc.	$973,072.43
Gospel Broadcasting Ass'n.	929,698.41
Coca-Cola Co.	642,984.91
Gillette Safety Razor Co.	604,670.58
General Mills	540,371.65
Pharmaco, Inc.	447,057.26
General Cigar Co.	448,087.76
R. B. Semler, Inc.	438,916.20
Voice of Prophecy, Inc.	408,236.00
Anacin Co.	333,738.20
Whitehall Pharmacal Co.	321,712.88
Richfield Oil Corp. of N. Y.	304,729.50
The Wander Co.	277,925.65
Young People's Church of the Air	275,561.26
Lutheran Laymen's League	175,936.16
Standard Brands, Inc.	171,865.00
Land O'Lakes Creameries, Inc.	170,392.26
Zonite Products	161,408.00
Pilgrim Hour	135,237.15
Schenley Import Corp.	111,666.77
The Barbasol Co.	117,883.96
Studebaker Corp.	112,510.00
Detroit Bible Class	100,010.61
Campana Sales Co.	95,754.80
Conti Products Inc.	74,727.00
D. L. & W. Coal Co.	61,368.66
Howard Clothes, Inc.	59,634.00
People's Church, Inc.	56,870.28
Marrow's Inc.	40,108.20
Hecker Products Corp.	39,597.00
Benson & Hedges	35,101.08
Riggio Tobacco Corp.	29,730.00
Wesley Radio League	28,065.66
Gotham Silk Hosiery Co.	24,439.50
Pabst Sales Co.	19,326.34
Lumbermen's Mutual Casualty Co.	17,431.06
Iglehart Bros.	13,674.38
American Bird Products, Inc.	9,386.25
Standard Oil Co. of N. J.	7,368.19
Garrett & Co.	6,696.00
Pepperell Mfg. Co.	6,352.00
Chase Brass & Copper Co.	5,387.50
Paramount Pictures	5,004.50
Western Conference of Teamsters	2,964.00
The Bullard Co.	2,697.50
Worumbo Mfg. Co.	1,972.50
Diebold Safe & Lock Co.	1,315.50
Lansdowne Steel & Iron Co.	252.00
Locally Sponsored	761,729.63
TOTAL	$9,636,122.49

National Broadcasting Co. 1942 Sponsor Expenditures

Not Available

BROADCASTING INDUSTRY IN 1942 GROSSED OVER $250,000,000 . . .

DID YOU GET YOUR SHARE . . ARE YOU PLANNING TO GET IT DURING 1943?

Spot Sales, inc.

- **NEW YORK:** 400 Madison Ave., ELdorado 5-5040
  *LOREN WATSON * PEGGY STONE*
- **CHICAGO:** 360 N. Michigan Ave., Franklin 8520
  *PETERSON KURTZER * AILEEN PHILLIPS*
- **SAN FRANCISCO:** 3rd & Market St., Exbrook 3558
  JOHN LIVINGSTON

☆ RADIO STATION REPRESENTATIVES ☆

JAMES L. ALEXANDER

Toronto—Concourse Bldg., James L. Alexander, Manager.....Adelaide 9594
Montreal—Drummond Bldg., M. Normandin, Manager.....Harbour 6448
Stations—CKPC, Brantford, Ont.; CJIC, Sault Ste. Marie, Ont.; CKNX, Wingham, Ont.; CHLP, Montreal, Que.; CKTB, St. Catherines, Ont.; CJFX, Antigonish, N. S.

ALL-CANADA RADIO FACILITIES LIMITED

Calgary—Southam Bldg. .....M 7691
H. R. Carson, President-Managing Director; A. R. Gibson, Secretary-Treasurer.
Montreal—Dominion Square Bldg., B. Hall.....Lancaster 6400
Toronto—Victory Bldg., G. F. Herbert.....Elgin 2464
Winnipeg—Electric Railway Chambers, P. H. Gayner..... 96-861
Vancouver—543 Seymour St., J. E. Baldwin.....Marine 9542
Stations—CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CJRC, Winnipeg, Man.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CHNS, Halifax, N.S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CKWS, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterboro, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CKGB, Timmins, Ont.; CFRB, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CHAD, Amos, Que.; CFCF, Montreal, Que.; CHNC, New Carlisle, Que.; CKRN, Rouyn, Que.; CKVD, Val D'Or, Que.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CJRM, Regina, Sask.; CHAB, Moose Jaw, Sask.; VONF, St. Johns, Newfoundland.

ASSOCIATED BROADCASTING CO., LTD.

Montreal—Dominion Square Bldg. .....Belair 3325
M. Maxwell, President; M. Feldman, Vice-President; F. Maxwell, Secretary-Treasurer; R. Wilson, Sales Director; S. Vineberg, Program Director; B. Stewart, Script Director; B. Berlin, Talent Director; J. O. Denis, French Director; B. Cabanna, French Scripts; J. Feldman, Recording Department; R. O. Stevson, Manager of Syndicated Transcription Department.

ASSOCIATED RADIO MARKETS

Minneapolis—914 Northwestern Bank Bldg.....ATlantic 3774
Alden R. Grimes, Manager; Robert E. Stark, Assistant Manager; Marjorie Collins, Merchandising; Larry Graham, Station Relations.
(Editor's Note: This firm is closed for the duration.)

BERTHA BANNAN

(New England Representative)*

Boston—538 Little Bldg., Bertha Bannan; L. H. Morello, Secretary.....HUBbard 4370
Stations—WLBZ, Bangor, Me.; WCSH, Portland, Me.; WHAI, Greenfield, Mass.; WHYN, Holyoke, Mass.; WBRK, Pittsfield, Mass.; WSPR, Springfield, Mass.; WTAG, Worcester, Mass.; WKNE, Keene, N. H.; WLNH, Laconia, N. H.; WFEA, Manchester, N. H.; WHEB, Portsmouth, N. H.; WHN, New York, N. Y.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WIBX, Utica, N. Y.; WCAU, Philadelphia, Pa.; WJAR, Providence, R. I.; WWSR, St. Albans, Vt.; WDEV, Waterbury, Vt.

*Stations represented on a regional basis in New England only.

WALTER BIDDICK COMPANY

Los Angeles—568 Chamber of Commerce Bldg.....Richmond 6184
Walter Biddick, Manager; M. Cornell, Guy Mead, M. Thompson, R. Katz.
San Francisco—Monadnock Bldg., R. J. Bidwell, Manager.....
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Los Angeles—1031 South Broadway.....Prospect 3746

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Los Angeles—438 Chamber of Commerce Bldg., Carleton E. Coveny.....Prospect 3584
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Chicago—Merchandise Mart Bldg.....Delaware 1900
G. I. Berry, Manager.

Hollywood—6285 Sunset Blvd.....Hillside 8231
Fred Becker, Manager.
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Atlanta—Rhodes Haverty Bldg., J. B. Keough.....Walnut 4851

St. Louis—Arcade Bldg., Sloane McCauley.....Chestnut 6192

Kansas City—Board of Trade Bldg., G. F. Dillon.....Harrison 1023

San Francisco—5 Third St., George D. Close.....Garfield 6740

Los Angeles—448 S. Hill St., J. H. Hornung.....Michigan 1269

Seattle—858 Empire Bldg., A. G. Neitz.....Elliott 1769

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(This firm represents and exclusively directs "The Marjorie Mills Hour" on the New England Regional Network and "The Yankee Kitchen" on the Yankee Network; both programs are sold on a participating sponsorship basis.)

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Seattle—White Bldg., Hal Pearce.....Main 6626
Stations—WCOV, Montgomery, Ala.; KGER, Long Beach, Calif.; KFMB, San Diego, Calif.; KGHF, Pueblo, Colo.; WLDS, Jacksonville, Ill.; WHBF, Rock Island, Ill.; WDZ, Tuscola, Ill.; KFNF, Shenandoah, Ia.; KFBI, Wichita, Kans.; WDGY, Minneapolis, Minn.; KTTS, Springfield, Mo.; WDNC, Durham, N. C.; WHKY, Hickory, N. C.; KILO, Grand Forks, N. D.; WPIC, Sharn, Pa.; KELO, Sioux Falls, S. D.; KSOO, Sioux Falls, S. D.; KGNC, Amarillo, Texas; KFDM, Beaumont, Texas; KBWD, Brownwood, Texas; KROD, El Paso, Texas; KFYO, Lubbock, Texas; KTEM, Temple, Texas; KRGV, Weslaco, Texas; WWSR, St. Albans, Vt.; WDEV, Waterbury, Vt.; WSVA, Harrisonburg, Va.; WSAZ, Huntington, W. Va.; WKBH, La Crosse, Wisc.; WIBA, Madison, Wisc.; WOSH, Oshkosh, Wisc.; Lone Star Chain.
CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKMO, Vancouver, B. C.; CKPR, Fort William, Ont.; CFQC, Saskatoon, Sask.

RESEARCH —— —— ORGANIZATIONS

ASSOCIATED RADIO MARKETS

914 Northwestern Bank Bldg.,
Minneapolis, Minn.
Phone, ATlantic 3774

Manager.....Alden R. Grimes
Assistant Manager.....Robert E. Stark
Report Manager.....Joan M. Devoy
Field Staff Supervisor.....Mary Prettyman

Services Offered: Radio audience surveys; air-checks of broadcast schedules; market analyses; media coverage data.

(*Editor's Note: This firm is closed for the duration.*)

•

BUREAU OF RESEARCH IN EDUCATION BY RADIO

University of Texas, Austin, Texas
Phone: 9171-234

Director.....A. L. Chapman
Secretary.....Nadine Wilson
Assistants.....Elizabeth Berg, Helen Kelley, Jerry Barnes, Camille Lyons, Janice Lyons.

Services Offered: Non-commercial research service; research results utilized in the planning, writing, production and evaluation of educational radio programs; educational radio equipment studies; listening-time studies; listener-effect surveys.

•

WALTER P. BURN & ASSOCIATES, INC.

7 West 44th Street, New York, N. Y.
Phone, MUrray Hill 2-7462

President.....Walter P. Burn
Vice-President .....William Noble

Services Offered: Market data, economic studies, media coverage studies, radio coverage maps, decorative maps, economic maps, charts, trade paper advertising, brochures, dramatized sales presentation, complete promotion plans, trade area counsel on FM applications.

•

CALIFORNIA ASSOCIATES

417 South Hill St., Los Angeles, Calif.
Phone: Madison 1196

President.....John B. Knight
Manager.....Geraldine Parker
Advertising Director.....Wade Crosby
Secretary.....Sylvia Clawson

Branch Office

300 Montgomery St., San Francisco, Calif.
Phone: Exbrook 0600

Services Offered: Public opinion surveys; market analysis; business research.

•

CANADIAN FACTS

11 Jordan Street, Toronto, Ont., Canada
Phone Adelaide 2067

General Manager.....N. P. Colwell
Director of Field Personnel
Barbara Houston
Sales Manager.....John F. Graydon

Branch Offices

Operating branches in 130 Canadian cities and towns with a total staff of 2100.

Services Offered: All types of marketing research including market coverage data, consumer studies, dealer investigations, opinion studies, government work, market condition forecast and checks on effectiveness of various media.

•

PAUL T. CHERINGTON

c/o McKinsey & Co., 60 East 42nd St.,
New York, N. Y.
Phone, VAnderbilt 6-5280

Services Offered: Distribution consultant, market surveys, media studies.

COMMERCIAL SERVICES, INC.

2011 Park Avenue, Detroit, Mich.
Phone: RAndolph 1485

President-General Manager
Richard W. Oudersluys
Vice-President.....Keith G. Cone
Production Manager.....Margaret McMillan

Services Offered: Telephone surveys, roster recall surveys, consumer and dealer studies, copy testing, market investigations.

•

ROBERT S. CONLAN & ASSOCIATES

New York Life Bldg., Kansas City, Mo.
Phone Victor 1973

Principal.....Robert S. Conlan
Associates.....Edward I. Heaton, Carrie J. Conlan, Gladys Zander

Branch Office

Republic Bank Bldg., Dallas, Texas
Phone: Central 6017

In Charge.....William L. Stout, Jr.

Services Offered: Listener surveys, market research.

•

THE COOPERATIVE ANALYSIS OF BROADCASTING, INC.

330 West 42nd Street, New York, N. Y.
Phone, LOngacre 3-1454

General Manager.....A. W. Lehman
Governing Committee:

D. P. Smelser, Chairman (Procter & Gamble Co.); George H. Gallup, Treasurer (Young & Rubicam); Robert B. Brown (Bristol-Myers Co.); L. D. H. Weld (McCann-Erickson); F. B. Ryan, Jr. (Ruthrauff & Ryan); John L. Bogert Standard Brands); A. W. Lehman, General Manager.

Services Offered: The Cooperative Analysis of Broadcasting, Inc., is a non-profit membership corporation. Its purposes are: collection, for information of its members, of information, statistics, and data related to advertising through the medium of radio broadcast; evaluation of the popularity of various radio broadcast programs in relation one to the other; studies of the habits of those who listen to radio broadcast programs and of the uses by such listeners of radio receiving instruments; and generally, the collection and dissemination of information, statistics and data applicable, directly or indirectly, to the use of wireless telegraphy for the transmission of messages or the entertainment or education of the listening public.

CROSSLEY, INC.

330 West 42 St., New York, N. Y.
Phone BRyant 9-5462

President.....Archibald M. Crossley

Services Offered: Program rating, nationwide or individual area studies, general marketing consultants.

•

ELLIOTT-HAYNES, LTD.
(Radio Research Division)

25 King St., West, Toronto, Ont., Canada
President.....Walter E. Elliott
Vice-President.....W. Paul Haynes
Secretary-Treasurer.....Ernest Comte

Offices

Sun Life Bldg., Montreal, P. Q., Canada
(Also offices in Halifax, Winnipeg and Vancouver.)

Services Offered: Radio audience and listening surveys using, with permission, the C. E. Hooper, Inc., technique and formula (telephone co-incidental); reports are released fortnightly with the first report of the month carrying complete data on evening listening and the second report carrying complete data on daytime listening.

•

EVALUATION OF SCHOOL BROADCASTS PROJECT

Ohio State University, Columbus, Ohio
Phone, University 3148, Ext. 707

Director.....I. Keith Tyler
Associate Director.....Norman Woelfel
Research Associates.....R. R. Lowdermilk, J. Robert Miles, Seerley Reid, Irving Robbins, J. Howard Rowland, G. D. Wiebe.
Research Assistant.....Hazel Gibbony
Research Consultant.....Daniel Day
Assistant to Director....M. Margariete Ralls

Services Offered: Research on the relation of radio and children and young people; advisory services to broadcasters and educators on planning and production of school broadcasts and children's programs. (This project has published 40 bulletins on a variety of problems relating to the educational use of radio; bulletins are available from the project at cost. Five books covering the executive field thoroughly and systematically are being published under the title "Radio In Education Series". The project, which will be completed this year, is sponsored by the Federal Radio Education Committee and Ohio State University and is financed by grants from the General Education Board.)

EDGAR FELIX

18 East 48th St., New York, N. Y.
Phone PLaza 5-5052

Director.....Edgar Felix
Chief Field Engineer.....L. C. Skipper
Statistician.....J. Murray

Services Offered: Radio Coverage Reports, a uniform and comparable coverage analysis for all cities and stations in the United States.

(*Editor's Note: This firm is closed for the duration; Mr. Felix is a Captain in the United States Army.*)

•

C. E. HOOPER, INC.

22 East 40th St., New York, N. Y.
Phone, LExington 2-3000

President.....C. E. Hooper
V-P & Manager, Station Audience Reports
Fred H. Kenkel
Manager, Radio Program Reports
Dorothy M. Behrens
Research Consultant....Dr. M. N. Chappell

Branch Office
1709 West 8th St., Los Angeles, Calif.
Phone: Federal 7777

Manager.....Ruth Arnold

Services Offered: Radio audience and listening survey specialists, publishers of monthly "Hooper Radio Reports"—(National daytime programs, national evening programs, regional sets-in-use reports, regional program ratings, station audience reports, radio sales effectiveness reports, etc.)

•

HOOPER-HOLMES BUREAU

102 Maiden Lane, New York, N. Y.
Phone WHitehall 3-9700

Director of Research.....William L. Henry

Branch Offices
78 Offices Throughout
United States and Canada

Services Offered: Commercial research.

•

INDUSTRIAL SURVEYS CO., INC.

250 Park Ave., New York, N. Y.
Phone: PLaza 3-8176

President.....H. L. Churchill
Vice-President.....Jean Stewart
V-P & Secretary-Treasurer.....H. C. Trainor
Research Director.....S. G. Barton

Branch Office
111 W. Jackson Blvd., Chicago, Ill.
Phone: Wabash 3363

Vice-President.....Stanley Womer

Services Offered: General marketing research via interview or controlled mail; radio coincidentals (permanent staff in 20 cities); studies of radio listening related to product purchases of a national fixed panel of 2,000 families; retail store audits; machine tabulating.

•

NATIONAL RADIO RECORDS

347 Madison Ave., New York, N. Y.
Phone, MUrray Hill 6-9186

President.....N. Charles Rorabaugh
Executive Vice-President.....Fulton Dent

Services Offered: Monthly spot advertising reports; confidential statistics revealing spot activity of national and regional advertisers.

•

A. C. NIELSEN COMPANY

2101 Howard Street, Chicago, Ill.
Phone, Hollycourt 6100

President.....A. C. Nielsen
Executive Vice-President.....F. K. Leisch
Executive Vice-President In Charge of
N. Y. Office.....J. O. Peckham
Executive Vice-President in Charge of
Nielsen Radio Index.....H. L. Rusch

Branch Office
500 Fifth Ave., New York, N. Y.
Phone, PEnnsylvania 6-7126

Services Offered: Market research work including the publication of indexes on the drug, food, liquor, radio and British business.

•

OFFICE OF RADIO RESEARCH, COLUMBIA UNIVERSITY

15 Amsterdam Ave., New York, N. Y.
Phone, COlumbus 5-6951

Director.....Paul F. Lazarsfeld

Services Offered: Research in the effectiveness of various media of communication; sociological and psychological composition of radio audiences; audience to different types of programs; techniques of measurement of coverage and effectiveness of media of communication; techniques of measuring likes and dislikes of programs.

•

OFFICE OF RESEARCH—RADIO DIVISION

3470 Broadway, New York, N. Y.
Phone, AUdubon 3-2335

Director.....Dr. John G. Peatman

Services Offered: Psychological aspects of market research; surveys and analyses for the music industries and advertising agencies; weekly Audience Coverage Index Report; national survey of popular music broadcast on national networks. ("Network Song Favorites" published weekly in RADIO DAILY).

THE PULSE OF NEW YORK, INC.

500 Fifth Ave., New York, N. Y.
Phone: LAckawanna 4-8035

Director.....Sydney Roslow

Services Offered: Measurement of radio audiences locally or combined for the Atlantic coast area; analysis of radio program audiences and the sales effectiveness of radio programs; studies of the relationship between radio listening and other related questions.

•

RADIO REPORTS, INC.

220 East 42nd St., New York, N. Y.
Phone: MUrray Hill 2-3564

President.....Edward F. Loomis
Vice-President.....P. R. Rieber
Secretary.....Elsie D. Shipman

Branch Office

617 S. Olive St., Los Angeles, Calif.
Phone: Van Dyke 4084

Manager.....Richard Wilkes

Services Offered: Daily and weekly digests of radio opinion; verbatim texts of radio addresses, comment, dramatization, news reports, etc., based on electrical recordings; verbatim texts of radio commercials.

•

REGAN SERVICE

1085 Monadnock Bldg., San Francisco, Calif.
Phone DOuglas 4475

Owner-Manager.....James L. Regan

Services Offered: Personnel surveys in stores, hotels, restaurants, banks, transportation systems; purchase tests; comparison shopping.

•

ELMO ROPER

30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-7164

Executives.....Elmo Roper, Arthur B. Chivvis, Carolyn W. Crusius, Robert Williams, Alfred Politz.

Services Offered: Marketing research, distribution consultant, trade and consumer studies.

ROSS FEDERAL RESEARCH CORP.

18 East 48th St., New York, N. Y.
Phone, PLaza 3-6500

Chairman of Board-President-Treasurer.....Harry A. Ross
Vice-President-General Manager Densmore A. Ross
Vice-President-General Sales Manager Clifford B. Ross
Secretary.....Frank X. Miske

Branch Offices

59 E. Van Buren St., Chicago, Ill.
642 Book Bldg., Detroit, Mich.
872 Hanna Bldg., Cleveland, Ohio
913-915 Berger Bldg., Pittsburgh, Pa.
606 West Wisconsin Ave., Milwaukee, Wisc.
740 Union Trust Bldg., Cincinnati, Ohio
320 N. Meridian St., Indianapolis, Ind.
817-18 Metropolitan Bldg., Boston, Mass.
17 Court St., Buffalo, N. Y.
Market St. National Bank Bldg., Philadelphia, Pa.
1028 Connecticut Ave., Washington, D. C.
1807 Grand Ave., Kansas City, Mo.
210 Grand Olive Bldg., St. Louis, Mo.
3723 Wilshire Blvd., Los Angeles, Calif.
1051-53 Monadnock Bldg., San Francisco, Calif.
1904 Third Ave., Seattle, Wash.
Tower Petroleum Bldg., Dallas, Texas
903 United States National Bank Bldg., Denver, Colo.
47 West South Temple St., Salt Lake City, Utah
Rand Tower Bldg., Minneapolis, Minn.
507 Tenth St., Des Moines, Ia.
1911 Sterick Bldg., Memphis, Tenn.
314 Johnston Bldg., Charlotte, N. C.
207-208 Palmer Bldg., Atlanta, Ga.
90 State St., Albany, N. Y.
1004 Baronne Bldg., New Orleans, La.
404 Terminal Bldg., Oklahoma City, Okla.
306 S. Fifteenth St., Omaha, Nebr.
602 Porter Bldg., Portland, Ore.
746 Chapel St., New Haven, Conn.

Services Offered: Market research, consumer and dealer studies, radio studies, sales planning and testing.

•

GREGORY GUY WILLIAMS

1137 Board of Trade Bldg., Kansas City, Mo.
Phone: Victor 0553

Owner.....G. G. Williams

Services Offered: Grain statistical studies; market surveys; wheat, rye, corn and grain market forecasts.

NEWS SERVICES

International News Service

New York—235 East 45th Street.....MUrray Hill 2-0131

Executives

President.....Joseph V. Connolly
Editor-In-Chief.....Barry Faris
News Editor.....William J. Kelly
Business and Sales Manager.....Walter E. Moss

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza.....CIrcle 7-1357

Executives

General Manager.....William J. McCambridge
Assistant General Manager.....Oliver Gramling
Radio News Editor.....Tom O'Neil

Radio News Association

New York—521 Fifth Avenue.....MUrray Hill 2-4341
President.....Herbert Moore

Reuters

New York—50 Rockefeller Plaza.....CIrcle 6-3960

Executives

Manager.....D. Kimpton Rogers
News Editor.....Robert Vivian
Accountant.....Douglas Rowley

Transradio Press Service, Inc.

New York—521 Fifth Avenue.....MUrray Hill 2-4053-4

Executives

President.....Herbert Moore
Vice-President-Editor.....Dixon Stewart

United Press Associations

New York—220 East 42nd Street.....MUrray Hill 2-0400

Executives

President.....Hugh Baillie
Vice-President & General Business Manager.. E. M. Williams
Radio News Manager.....Phil Newsom
Radio Sales Manager.....A. F. Harrison

AMP

MUSIC · LICENSE

ESSENTIAL · TO
FINE · PROGRAM · BUILDING

ASSOCIATED · MUSIC · PUBLISHERS · INC
25 WEST · 45TH STREET · NEW · YORK · CITY

ADVERTISING AGENCIES

The following listing includes agencies placing network and important spot business during 1941 as well as those handling the larger local accounts.

Key to Symbols of Membership and Recognition Abbreviations

AAAA . . . *American Association of Advertising Agencies*
ABC . . . *Audit Bureau of Circulation*
ABP . . . *Associated Business Papers*
ANPA . . . *American Newspaper Publishers' Association*
APA . . . *Agricultural Publishers' Association*
NOAB . . . *National Outdoor Advertising Bureau*
PPA . . . *Periodical Publishers' Association*
PRB . . . *Pacific Recognition Bureau*
SAAA . . . *Southwestern Association of Advertising Agencies*
SNPA . . . *Southern Newspaper Publishers' Association*

AARON & BROWN

1411 Walnut St., Philadelphia, Pa.
Phone LOcust 2282
ANPA
Officers

President.....M. W. Aaron
Vice-President.....E. L. Brown
Secretary-Treasurer.....Lon Jourdet
Radio Director.....E. L. Brown

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ADVERTISERS BROADCASTING CO., INC.

117 West 46th St., New York, N. Y.
Phone BRyant 9-1176
Officers

President.....Z. H. Rubinstein
Treasurer.....M. Keilson
Radio Director.....Sholom Rubinstein
Producer.....Jacob F. Keilson
Musical Director.....Harry Lubin
Script Writer.....Jacob I. Freedman

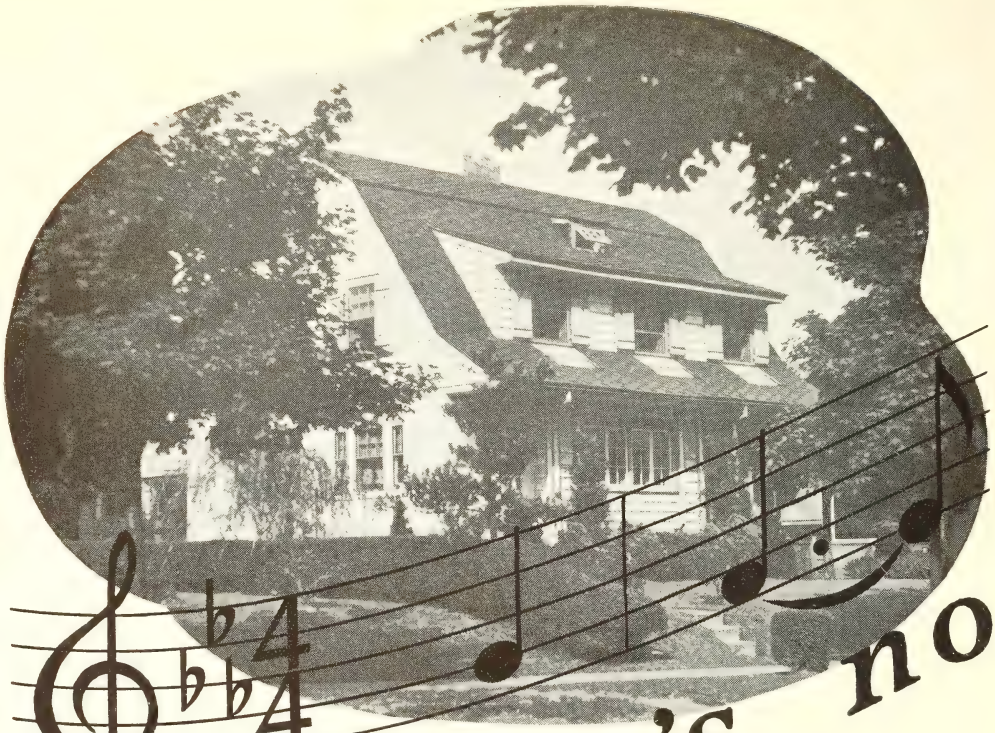
Radio Accounts Placed—Foreign Language Programs: General Food Corp. (Maxwell House Coffee, Diamond Crystal Salt, Sanka Coffee, Grape-Nuts Wheat-Meal); Horowitz-Margareten; I. Rokeach & Sons; Lever Bros. (Spry); R. B. Davis Co. (Cocomalt, Davis Baking Powder, Cut-Rite Waxed Paper; San Fay Tissue); Colgate Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbit Co. (Bab-O); International Cellucotton Prod. Co.; Francis H. Leggett Co. (Premier Food Products); The Sun-Rayed Co. (Kemp's Sun-Rayed Tomato Juice); Charles Hansen Laboratory, Inc. (Junket); American Home Products (Anacin, Kolynos Tooth Powder); Best Foods Co. (Heckers' Cream Farina, H-O Oats); Ralston Purina Co. (Ralston, Instant Ralston, Ry-Krisp); Grocery Store Products (Cream of Rice); Barbasol Co. (Barbasol Brushless Shaving Cream); Penick & Ford, Ltd. (My-T-Fine) Pepsodent Co. (Pepsodent Tooth Brushes); Ex-Lax, Inc. (Ex-Lax, Jest).

•

ADVERTISING, INC.

1523-29 Central National Bank Bldg.,
Richmond, Va.
Phone 32800 & 32809
ANPA—SNPA—APA
First Advertising Agency Group
Officers

President.....J. Lynn Miller
Vice-President.....M. T. Miller
Secretary-Radio Director..Alicia G. Smithers



There's no

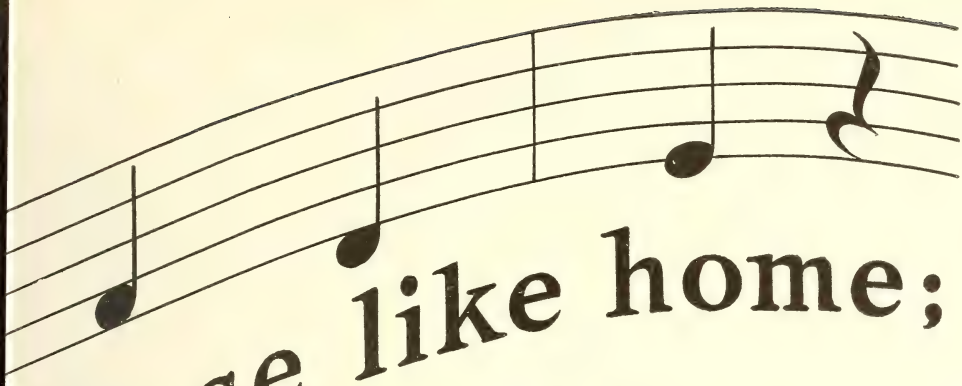
ACCEPTANCE
IS
THE YANKEE
NETWORK'S
FOUNDATION

One of the 20 best radio advertisements of 1942, selected by H. M. Heberer, Professor of Radio Advertising, Kansas State College of Agriculture and Applied Science. The advertisement appeared in November and December trade journals.

THE YANKEE

Member of the Mutual

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS



place like home; for Selling by RADIO!

The first requisite is to get your messages in the home—not now and then, but every day! Not as a casual visitor, but on stations that are welcomed as long established friends and neighbors.

Unless you are a native born New Englander, unless you know their characteristics, habits and qualities of loyalty you can't appreciate how important this is.

Yankee Network hometown stations are "friends" of years standing, known and preferred in the 21 key markets they have faithfully served.

The consistent success attained by scores of leading national advertisers is the most significant and convincing evidence that the sales-way to New England is through Yankee Network's "accepted" stations.

NETWORK, INC.

Broadcasting System

EDWARD PETRY & CO., INC., Exclusive National Sales Representative

Art Director.....M. F. Riggs
Production Manager.....Aubrey F. Watson
Office Manager.....Mildred Mahoney
Radio Accounts Placed—Southern Dairies, R. F. & P. Railroad, Richmond Maid Mfg. Co., Henry R. Haase Furs, The Young Men's Shop.

•

THE AITKIN-KYNETT COMPANY

1400 South Penn Square
Philadelphia, Pa.
Phone Rittenhouse 7810
AAAA — ABC — NOAB — ABP — ANPA
APA — PPA

Officers

Senior Partner-Radio Director..H. H. Kynett
Partner .....A. K. Aitkin
Partner .....M. E. Goldman
Radio Accounts Placed—Stephano Bros.; Phillips Packing Co.

•

ALLEN & REYNOLDS, INC.

833 Insurance Bldg.
Omaha, Nebr.
Phone Atlantic 4445
ANPA—APA

Officers

President-Treasurer .....Earl Allen
Executive-Vice-President-Secretary, Milton H. Reynolds
Vice-President.....Harold Roll
Vice-President.....Robert Savage
Vice-President-Radio Director Harry Bromberg

•

ANDERSON, DAVIS & PLATTE, INC.

50 Rockefeller Plaza, New York, N. Y.
Phone COlumbus 5-4868
PPA — ANPA

Officers

President.....T. H. Anderson, Jr.
Vice-President.....H. H. Smith
Secretary-Treasurer.....Lewis G. Van Akin

Branch Office

821 15th St., N.W., Washington, D. C.
Phone NA 7142

Radio Accounts Placed—Alexander Smith & Sons Carpet Co. (National spot, F. Schumacher & Co. (national spot), Dry Dock Savings Institution (local).

•

ANFENGER ADVERTISING AGENCY, INC.

1706 Olive St., St. Louis, Mo.
Phone CHestnut 6380
AAAA—ABP—ANPA—PPA

Radio Director.....Vernon L. Morelock
Asst. Radio Director.....Lynn Westbury

Branch Office

1014 Canal Bldg., New Orleans, La.
Phone RAymond 0845

Manager.....Walter Winius
Radio Accounts Placed—Falls City Brewing Co., Jackson Brewing Co., Seven-Up Bottling Co., Jefferson Hotel, St. Louis Dairy Council, Reardon Co., Lion Oil Refining Co.

ANIOL & AULD

Smith Young Tower, San Antonio, Tex.
Phone Fannin 9147

Officers

President.....Claude B. Aniol

•

ASSOCIATED ADVERTISING AGENCY, INC.

Florida Natl. Bank Bldg., Jacksonville, Fla.
Phone 3-1253
ABP—SNPA—APA

Officers

President.....M. Thayer Newman
Executive Vice-President (in charge of radio) Hunter Lynde

•

ATHERTON & CURRIER, INC.

420 Lexington Ave., New York, N. Y.
Phone MOhawk 4-8795
ABP—ANPA—PPA

Officers

President.....J. W. Atherton
Vice-President.....G. M. Spencer
Secretary.....W. T. Tieman
Treasurer.....H. P. Francis
Time Buyer.....Wm. T. Tieman
Asst. Time Buyer.....N. Rothstein

Branch Office

100 Adelaide St., Toronto, Ont., Canada
Radio Accounts Placed — Cuticura, Humphreys, Eno, North American Dye Corp.

•

AUBREY, MOORE & WALLACE, INC.

230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 0830
ANPA — ABP — PPA — APA

Officers

President .....James T. Aubrey
Vice-Presidents .....John C. Moore, L. T. Wallace, John J. Finlay, L. O. Wilson, John H. Dunham.
Radio Time Buyer-Production.John H. North
Radio Accounts Placed—Campana Sales Co., Chicago Motor Club, Chicago Solvay Coke Co., International Harvester Co., The Hub, Henry C. Lytten & Sons, McIlhenny Co., McKenzie Milling Co., Old Colony Beverages, Orange-Crush Co., Williamson Candy Co.

•

N. W. AYER & SON, INC.

West Washington Square, Philadelphia, Pa
Phone Lombard 0100
ANPA — PPA — ABP

Officers

President .....H. A. Batten
Executive Vice-President..Gerold M. Lauck, Clarence L. Jordan

Vice-President In Charge of Radio, H. L. McClinton
Assistants.....H. C. Sanford, Max Wylie
Business Manager.....Robert Collins
Chief Time Buyer.....T. J. McDermott
Talent.....R. A. Mortensen
Copy Chief.....James E. Hanna
Program Promotion.....Russell E. Pierce

Branch Offices

30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-0200
Vice-President.....Edward R. Dunning
Vice-President in Charge of Radio, H. L. McClinton

Statler Office Bldg., Boston, Mass.
Phone Hubbard 4970
Manager.....E. Craig Greiner

135 S. LaSalle St., Chicago, Ill.
Phone Randolph 3456
Vice-President.....Sterling E. Peacock

235 Montgomery St., San Francisco, Calif.
Phone Sutter 2534
Vice-President.....Carl J. Eastman

Penobscot Bldg., Detroit, Mich.
Phone Randolph 3800
Vice-President.....T. L. Barnard

Radio Accounts Placed—American Export Lines, Atlantic Refining Co., Bell Telephone System, Paul F. Beich Co., Berlitz School of Languages, Clicquot Club Co., DeBeers Consolidated Mines, Ltd., J. B. Ford Co., Granat Bros., Goodyear Tire & Rubber Co., Hawaiian Pineapple Co., Dr. Hess & Clark, Inc., Hill Bros. Coffee, Inc., Illinois Bell Telephone Co., International Correspondence Schools, Kerr Chickeries, Michigan Bell Telephone Co., Polk-Miller Products Corp., Price Flavoring Extract Co., Sheffield Farms Co., Steinway & Sons, Supplee-Wills-Jones Co., Webster-Eisenlohr, Inc.

•

BADGER AND BROWNING & HERSEY, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 7-3720
ANPA — PPA — ABP

Officers

President .....R. W. Hersey
Chairman of Board.....J. L. Badger
Treasurer .....F. S. Browning
Radio Director .....Mrs. Marjorie de Mott
Time Buyer.....H. W. Mallinson, Jr.

Affiliated Agency

Badger & Browning
75 Federal St., Boston, Mass.
Phone Liberty 3364

Radio Account Placed—American Chicle Co., Denver Chemical Mfg. Co.

BALDWIN & STRACHAN, INC.

374 Delaware Ave., Buffalo, N. Y.
Phone WAshington 6854
ABP—ANPA—PPA
Radio Director.....J. F. Higgins

Radio Accounts Placed—Widmer's Wine Cellars, Inc., Iroquois Beverage Corp., O'Rourke Baking Co.

•

BARLOW ADVERTISING AGENCY, INC.

309 Syracuse-Kemper Bldg., Syracuse, N. Y.
Phone 3-0131
APA — PPA — ABP

Officers

President .....E. S. Barlow
Vice-President .....E. S. Crawford
Vice-President .....H. H. Goodhart
Secretary .....E. V. Cole
Production Manager.....F. B. Tompkins
Copy Chief.....J. J. Hines
Art Director.....H. C. Millard
Radio Manager.....J. R. Coleman

Radio Accounts Placed—Dairymen's League Co-operative Association, Inc., Haberle Congress Brewing Co.

•

BARNES CHASE COMPANY

530 Broadway, San Diego, Calif.
Phone Franklin 7771
ABP—ANPA
Owner.....Norman R. Barnes
Production Manager.....Wm. M. Price
Radio Director.....Ruth F. Almstedt

Branch Office

1121 South Hill St., Los Angeles, Calif.
Phone PRospect 4118
Manager.....E. W. Rutledge

•

BARRONS ADVERTISING CO.

1737 McGee St., Kansas City, Mo.
Phone HArrison 7730-1
ABP—ANPA—PPA—SNPA—APA

Officers

President & Treasurer.....Wheeler Godfrey
Vice-President.....Frank H. Little
Secretary .....A. W. Durrin
Radio Dept. Heads.....Frank H. Little, William Rubin

Radio Accounts Placed—Zerbst Pharmacal Co., Seidlitz Paint & Varnish Co., Diesel Power Engineering School, Manor Baking Co., Chevrolet Dealers of Kansas City, The Sodiphene Co., Pla-Mor Amusement Co., Kansas City Public Service Co., Glendale Beverage Co., C. H. Stein-Mans Mfg. Co., National Protective Insurance Co., Nourse Oil Co., Sweeney Trade Schools, Inc.

TED BATES, INC.

630 Fifth Avenue, New York, N. Y.
Phone CIrcle 6-9700

AAAA—ANPA—PPA—
NAOB—ABC—APA—ABP

Officers

President-Treasurer.....Theodore L. Bates
Executive Vice-President.....Joseph R. Busk
Vice President-Secretary..Thomas J. Carnese
Vice-President .....Thomas Buechner
Director of Media-
Asst. Secretary.....Edgar Small
Vice-President and Director of Radio
Tom Revere
Time & Space Buyer.....William C. Dekker
Assistant Treasurer.....Carlos Justiz

Radio Accounts Placed—Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Octagon Soap Products, Palmolive Brushless and Lather Shave Cream, Crystal White Soap Products); Continental Baking Co., Standard Brands, Inc. (Royal Gelatin, Royal Puddings, Royal Baking Powder); Carter Products, Inc.

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BATTEN, BARTON, DURSTINE & OSBORN, INC.

383 Madison Ave., New York, N. Y.
Phone Eldorado 5-5800

AAAA—APA—ANPA—PPA—ABP—
ABC—NOAB—SNPA

Officers

Chairman of Board.....William H. Johns
President .....Bruce Barton
Chairman of Executive Committee-
Treasurer .....F. R. Feland
Executive Vice-President.....Alex F. Osborn
Vice-President for Western Offices
John C. Cornelius
Vice-President-Director of Radio,
Arthur Pryor, Jr.
Associate Directors of Radio
(Eastern Office).....Carroll P. Newton
(Western Office).....Wayne Tiss
Radio Producers and Writers,
Homer Flickett, David White, Kenneth Webb, Kay Winn, Edwin Marshall, Walter Tibbals, Robert Presnell, Norris Houghton
Business Manager,
Radio Dept.....Frank Silvernail
Time Buyers.....G. C. Slaybaugh, Gertrude Scanlan, Ninette Joseph, Gladys Franklin

Branch Offices

919 N. Michigan Ave., Chicago, Ill.
Phone Superior 9201
Vice-President.....R. B. Barton

Rand Bldg., Buffalo, N. Y.
Phone Cleveland 7915
Vice-President.....Stanley P. Irwin

Grant Bldg., Pittsburgh, Pa.
Phone Grant 8060
Vice-President.....Leon D. Hansen

178 Tremont St., Boston, Mass.
Phone Hubbard 0430
Vice-President.....Francis W. Hatch

Northwestern Bank Bldg., Minneapolis, Minn.
Phone Bridgeport 8881
Vice-President.....H. H. Haupt
Vice-President.....John C. Cornelius

1515 Terminal Tower, Cleveland, Ohio
Phone Prospect 3621
Vice-President.....C. L. Davis

1680 N. Vine St., Hollywood, Calif.
Phone Hollywood 7337
Manager .....Jack Smalley
Radio Director.....Wayne Tiss

Russ Bldg., San Francisco, Calif.
Phone Garfield 1017
Manager.....Charles H. McDougall

Pacific Mutual Bldg., Los Angeles, Calif.
Manager.....W. B. Geissinger

Radio Accounts Placed—American Cranberry Exchange; Armstrong Cork Co.; Boston Edison Co.; The Boston Globe; Corning Glass Works; Consolidated Edison; The Curtis Publishing Co.; Cream of Wheat Corp.; E. I. du Pont de Nemours & Co.; Fenn Bros.; Fort Pitt Brewing Co.; Gamble Stores; General Baking Co.; General Electric Co.; B. F. Goodrich Co.; Hoffman Beverage Co.; Household Finance Corp.; Lever Bros. Co.; Liberty Mutual Insurance Co.; Lyon Van & Storage Co.; M. J. B. Co.; Marine Midland Trust Co.; Minneapolis Brewing Co.; Mount Royal Importers; Mutual Savings Bank Assn. of Mass.; Murine Co.; Nehi Corp.; North American Co.; Northern Pump Co.; N. Y. Telephone Co.; Pennick & Ford, Ltd.; Reader's Digest Assn.; Sader Sales, Inc.; Saturday Evening Post; F. & M. Schaefer Brewing Co.; Southern New England Telephone Co.; Spirella Co., Inc.; Standard Oil Co. of Calif.; Tennessee Coal, Iron & R. R. Co.; William Underwood Co.; United Fruit Co.; U. S. Steel Corp.; Wildroot Co.

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BENNETT, WALTHER & MENADIER, INC.

69 Newbury St., Boston, Mass.
Phone Kenmore 3820

Officers

President .....Nelson Bennett
Vice-President.....Frederick P. Walther, Jr.
Treasurer.....Royal W. Leith
Secretary .....Dorothy Dodge

Radio Accounts Placed—Washburn Candy Co., Hudson Coal Co., Massachusetts Wharf Coal Co., Sulpho Napthol Co.

BENTON AND BOWLES, INC.

444 Madison Ave., New York, N. Y.
Phone WIckersham 2-0400
AAAA — ANPA — PPA — ABP
ABC — NOAB — APA

Officers

Chairman of Board.....Chester B. Bowles
President.....Atherton W. Hobler
Vice-President.....John A. Mullen
Assistant to President.....Edward R. Beach
Executive Vice-President
William R. Baker, Jr.
Radio Dept. Business Mgr.....Walter Craig
Production Head, Radio Programs,
Kirby Hawkes

Branch Offices

Equitable Bldg., Hollywood, Calif.
Phone Hillside 9151
Production Head.....Mann Holiner
Radio Time Buyer.....Franklin Owens

Radio Accounts Placed — General Foods Corp. (Maxwell House Coffee, Diamond Crystal Salt, Huskies, Baker's Chocolate, Post Toasties, Post's Bran Flakes); Best Foods, Inc. (Nucoa); Prudential Insurance Co., Hecker Products Co. (Shinola); Procter & Gamble Co. (Ivory Snow).

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BERMINGHAM, CASTLEMAN & PIERCE, INC.

136 East 38th St., New York, N. Y.
Phone Lexington 2-7550
ABP—ANPA—PPA—NOAB—APA—
AAAA—PPA

Officers

President .....Arch Bermingham
Executive Vice-President.....Stewart Wark
Secretary-Treasurer.....Winston H. Hagen
Radio Director.....George C. Castleman

Radio Accounts Placed—Griffin Manufacturing Co., Inc.; O'Sullivan Rubber Co.; E. Fougera & Co.; Delehanty Institute; Chasers, Inc.

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THE BIOW CO., INC.

9 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-9300
ANPA — PPA — ABP

Officers

President and Treasurer....Milton H. Biow
Secretary .....Anna Hauptman
Radio & Station Relations Manager
Bernard Prockter
Executive Radio Producer.....Vick Knight
Dramatic Radio Director.....Charles Martin
Time Buyer.....Richard Lewis
Radio Research.....Edith Oliver

Branch Office

6111 Sunset Boulevard, Hollywood, Calif.

Officers

Manager.....John Rider
Executive Radio Producer.....Vick Knight

Radio Accounts Placed — Bulova Watch Co., Philip Morris & Co., Revelation Tobacco, Bond Street Tobacco, Postal Telegraph & Cable Co., Westfield Watches, Eversharp, Inc., Procter & Gamble Co. (Lava Soap), Hills Bros., San-Nap-Pak Co.

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BLACKETT-SAMPLE-HUMMERT

221 N. La Salle St., Chicago, Ill.
Phone Dearborn 0900
ABP—ANPA—APA—PPA—ABC—NOAB

Officers

President.....H. M. Dancer
Partner.....J. G. Sample
Partner.....Hill Blackett
Assistant to President.....Paul Keenan
Vice-Presidents.....Marvin Harms,
C. L. Fitzgerald, Kenath T. Sponsel,
Robert C. Wilson, A. E. Hanser
Secretary.....J. R. Lieber
Space Buyer.....Jack Loucks
Radio Time Buyer.....J. James Neale

Branch Office

247 Park Ave., New York, N. Y.
Phone WIckersham 2-2700

Officers

Vice-President.....E. Frank Hummert
Vice-Presidents .....Anne Hummert,
Maurice H. Bent, George G. Tormey
Vice-President and Radio Time Buyer
Robert A. McNell
Manager, Media Department..E. W. Federer

Radio Accounts Placed—Affiliated Products, Inc., Anacin Co., Axton-Fisher Tobacco Co., Bayer Co., Bi-So-Dol Co., A. S. Boyle Co., Florida Citrus Commission, General Mills, Inc., Knowlton Danderine Co., Kolynos Co., Midway Chemical Co., Mystic Laboratories, Chas. H. Phillips Chemical Co., Procter & Gamble Co., A. E. Staley Mfg. Co., Sterling Products Co., The Wander Co., R. L. Watkins Co., Wyeth Chemical Co., Falstaff Brewing Corp.

•

THE BLACKSTONE COMPANY

221 W. 57th St., New York, N. Y.
Phone CIrcle 7-7888

Officers

Radio Department.....Jack Steiner,
Milton Blackstone

•

THE BLAINE THOMPSON CO.

234 West 44th St., New York, N. Y.
Phone BRyant 9-2480
ANPA — PPA

Officers

President-Treasurer .....Myer Lesser
Vice-President.....John J. Shubert, Jr.
Art Director.....James A. Lannon
Production Manager.....J. Adams
Radio Director.....Marlo Lewis

W. EARL BOTHWELL ADVERTISING AGENCY

Standard Life Bldg., Pittsburgh, Pa.
Phone Court 6565

Officers

President.....W. Earl Bothwell
Secretary-Treasurer.....A. A. Logan
Radio Director.....H. B. Trautman

•

BOTSFORD, CONSTANTINE & GARDNER

115 SW 4th, Portland, Oregon
Phone Atwater 9541

AAAA — ANPA — PPA — ABP
APA — NOAB

Officers

President.....David M. Botsford
Treasurer.....Merle W. Manly
Secretary.....Frankie Coykendall
Vice-Presidents.....C. P. Constantine, Stanley G. Swanberg, Ray Andrews, Frankie Coykendall, Merle W. Manly, Arnold K. Johnson, Win Cliner

Branch Offices

814 2nd Ave. Bldg., Seattle, Wash.
Phone Elliott 3523
Vice-President.....C. P. Constantine

350 Russ Bldg., San Francisco, Cal.
Phone Exbrook 7565
Vice-President.....Stanley G. Swanberg

323 Petroleum Bldg.,
Los Angeles, Cal.
Phone Prospect 0206
Manager.....Hassel W. Smith

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STANLEY G. BOYNTON-NATIONAL RADIO NETWORKS

424 New Center Bldg., Detroit, Mich.
Phone TRinity 1-2552

ABP—ANPA—PPA

President.....Stanley G. Boynton
Vice-President.....L. C. Boynton
Secretary-Treasurer.....J. Burbank

Radio Accounts Placed — Detroit Bible Class, Wesley Radio League, Blake Orange Growers, Berea Tabernacle, Brennem Memorial, Rainbow Hour, My Old Kentucky Home.

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THE J. CARSON BRANTLEY ADVERTISING AGENCY

Post Building, Salisbury, N. C.
Phone 900

Officers

General Manager.....J. Carson Brantley
Treasurer.....Albert Monroe
Time Buyer.....A. H. Cheney

Radio Accounts Placed—Stanback Co., R. J. Reynolds Tobacco Co. (Brown's Mule Plug Tobacco), Duke Power Co.

BRESNICK & SOLOMONT

120 Boylston St., Boston, Mass.
Phone Liberty 4732

ABP—ANPA—PPA

Officers

Principal.....Oscar Bresnick
Principal.....Chester L. Solomont
Account Executives.....Joseph Blue, George J. M. Riseman

Radio Accounts Placed—Federal Savings & Loan Assn. of New England, Dawson's Brewery, Inc.

•

BRISACHER, DAVIS & VAN NORDEN

310 Crocker Bldg., San Francisco, Calif.
Phone Garfield 0276

ANPA—APA—PPA—NOAB

Officers

President .....Emil Brisacher
Vice-President.....R. T. Van Norden
Account Executive.....Charles H. Gabriel

Branch Offices

Petroleum Bldg., Los Angeles, Cal.
Phone Prospect 9368
Robert J. Davis, Louise Ludke,

250 Park Ave., New York, N. Y.
Phone, Plaza 8-1634
Vice-President.....R. T. Van Norden

Radio Accounts Placed—Acme Breweries, West Coast Soap Co., Peter Paul, Inc., Dairy Belle Farms, Macey Jewelry Co., Inc., Mooris Clothing Co., Par Soap Co., Shane Diagnostic Foundation, The Shasta Water Co., Standard Beverages, Sunset Magazine, Westland Life Insurance Co.

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BROOKE, SMITH, FRENCH & DORRANCE, INC.

82 Hancock Ave., East, Detroit, Mich.
Phone Columbia 0860

347 Madison Ave., New York, N. Y.
Phone Murray Hill 6-1800

AAAA — ANPA — PPA — ABP
APA — NOAB

Officers

Chairman of Board.....Sturges Dorrance
President.....Willard S. French
Secretary-Treasurer.....Guy C. Smith
Vice-President.....Charles W. Brooke
Vice-Presidents.....H. M. Overstreet, Henry E. Pengel, Jr., C. C. Wilmot, J. G. Williams, Walter C. Ayers, Blount Slade
Manager, Media Dept.....Herbert R. Bayle
Production Managers.....Fred P. Zick, William Miller
Director of Research.....Walter C. Ayers
Director of Radio.....H. R. Bayle

Radio Accounts Placed—Detroit; Goebel Brewing Co., Hudson Motor Car Co., New York; State of Maine, Church & Dwight, Christmas Club.

BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles, Calif.
Phone TRinity 0558
ANPA

Officers

General Manager.....A. R. Brooks
Secretary.....M. Jackson
Space and Time Buyer.....A. R. Brooks

Radio Accounts Placed—Bekins Van & Storage Co., Bekins Moving & Storage, Golden West Food Products.

•

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit, Mich.
Phone Trinity 2-8250
AAAA — ANPA — PPA

Officers

President-Treasurer.....D. P. Brother
Vice-President.....C. Hatch, Jr.
Secretary.....E. M. Reitz
Radio Time Buyer.....C. Georgi, Jr.

Radio Account Placed—Oldsmobile Division of General Motors Sales Corp.

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FRANKLIN BRUCK ADVERTISING CORP.

RKO Bldg., Rockefeller Center,
New York, N. Y.
Phone CIrcle 7-7661
ANPA — PPA — APA

Officers

President .....Franklin Bruck
Secretary and Radio
Director.....M. J. Kleinfeld
Vice-President.....Mort Heineman
Radio Time Buyer.....Rae Elbroch
Radio Traffic.....Milton Turin
Radio Production.....Howard Blake
Research Director.....Jules Nathan

Radio Accounts Placed—North American Accident Insurance Co., Manhattan Soap Company, The Sitroux Co., Remington-Rand, Inc., Simplicity Patterns, Inc., Johnson Candy Co., Fashion Frocks.

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BUCHANAN & COMPANY, INC.

1501 Broadway, New York, N. Y.
Phone MEdallion 3-3380
AAAA — ANPA — PPA — ABP — SNPA

Officers

Chairman of Board.....Joseph A. Hanff
President.....T. S. Buchanan
Secretary-Treasurer.....L. J. Seeger
Vice-President.....John Hertz, Jr.
Radio Director.....Jack Wyatt

Branch Offices

919 No. Michigan Ave., Chicago, Ill.
Phone Superior 3047
Vice-President.....George Enzinger

427 West 5th St., Los Angeles, Cal.
Phone Michigan 2156
Vice-President.....Fred M. Jordan

Kohl Bldg., San Francisco, Calif.
Phone Garfield 5241
Manager.....Ray Randall

Radio Accounts Placed—The Texas Co., Paramount Pictures, Inc., The B. F. Goodrich Co., Bendix Aviation Corp., Flamingo Sales Co., Rainier Brewing Co.

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BUCHANAN-THOMAS ADVERTISING CO.

412 So. 19th St., Omaha, Nebraska
Phone AT 2125
ABP—ANPA—PPA

Officers

Partner.....C. C. Buchanan
Partner.....L. H. Thomas
Radio Director.....A. J. Reinemund

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LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago, Ill.
Phone Central 5959
AAAA — ANPA — PPA — APA

Officers

President.....Leo Burnett
Executive Vice-President.....R. N. Heath
Secretary-Treasurer.....E. Ross Gamble
Vice-President.....DeWitt O'Kieffe
Vice-President.....John Olson
Director of Radio.....Burke C. Herrick

Radio Accounts Placed — Network: Pure Oil Co.; National Spot: Lumbermen's Mutual Casualty Co.; Brown Shoe Co.; Pure Oil Co.

•

BYER & BOWMAN ADVERTISING AGENCY

203 East Broad St., Columbus, Ohio
Phone Main 3276
ABP—ANPA—PPA—ABP

Co-owners.....Herbert Byer,
Gus K. Bowman, Joel M. Burghalter
Director of Radio.....Joel M. Burghalter

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HAROLD CABOT & CO., INC.

24 Milk St., Boston, Mass.
Phone HANcock 7690
AAAA—ANPA—APA

Officers

President-Treasurer.....Harold Cabot
Vice-President.....Donald D. Douglass
Vice-President.....John E. Kennedy
Vice-President-Art Director George R. Griffin
Assistant Treasurer.....Eveleth R. Todd

Radio Accounts Placed—H. P. Hood & Sons, Boston & Maine Railroad, The James Hanley Co., Douglas Shoe Co.

CAHN-MILLER, INC.

413 N. Charles St., Baltimore, Md.
Phone Vernon 4411

Officers

President .....Louis F. Cahn
Secretary-Treasurer.....C. LeRoy Miller
Account Executive.....E. Lyell Gunts

Radio Accounts Placed—Chatham Homespun Suits, Homeland Tailors, Inc., Jarman Motors, Gibbs & Co., Maryland Publicity Commission, Elite Laundry, H. B. Davis Co.

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CALKINS & HOLDEN

247 Park Ave., New York, N. Y.
Phone WIckersham 2-6900

AAAA—ABP—ANPA—PPA—PRB—SAAA—SNPA

Officers

Secretary-Treasurer.....R. P. Clayberger
Radio Dept. Manager.....J. J. Griffin
Asst. Manager.....H. W. Barley

Branch Office

333 No. Michigan Ave., Chicago, Ill.
Radio Dept. Manager.....R. A. Washburn

Radio Accounts Placed—Van Camp's, Inc., Oakite Products, Inc.

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CAMPBELL-EWALD CO., INC.
(Eastern Division)

1230 Sixth Ave., New York, N. Y.
Phone Circle 7-6383

AAAA — ABP — ANPA — PPA
NOAB — ABC

Officers

Chairman of Board.....H. T. Ewald
President & General Manager.F. D. Richards
Vice-Presidents.....Duane W. Beurmann, L. B. Dudley, T. Park Hay, W. E. Blodgett, J. L. Spencer
Time Buyer.....E. A. Elliott

Branch Offices

1214 19th St., N.W., Washington, D. C.
Phone Metropolitan 5670
Manager.....Emmett Deady

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CAMPBELL-EWALD CO.

General Motors Bldg., Detroit, Mich.
Phone Trinity 2-6200

AAAA — ANPA — ABP — PPA

Officers

President.....Henry T. Ewald
Executive Vice-President.....R. H. Crooker
Vice-Pres. & Gen. Mgr.....W. W. Lewis
Vice President-Media Director.J. J. Hartigan
Radio Executive.....G. C. Packard

Branch Offices

230 N. Michigan Ave.,
Central 1946
Chicago, Ill.
Manager.....E. W. Clements

THE CAPLES COMPANY

230 Park Ave., New York, N. Y.
Phone MUrray Hill 6-6500

ANPA—PPA—APA—NOAB

Officers

President.....R. C. Caples
Vice-President.....Albert Woodley
Time Buyer.....R. D. Folster

Branch Offices

225 East Erie St., Chicago, Ill.
Phone Superior 6016
Vice-President-Secretary-Treasurer, R. N. Hartsing

1504 Dodge St., Omaha, Nebr.
Phone Jackson 1107
Vice-President.....L. M. Branch
Radio Department Head....Russell Rullman

412 West Sixth St., Los Angeles, Calif.
Phone Mutual 4143
Manager.....Arthur Caron

Radio Accounts Placed — American Express; Union Pacific Railroad; Chicago & North Western Railway; Railway Express Illinois Central.

•

CARY-AINSWORTH, INC.

908-10 Liberty Bldg., Des Moines, Iowa
Phone 4-0375

ABP—ANPA—PPA—APA

Officers

President.....R. H. Cray
Vice-President.....David Ainsworth
Secretary.....Evonne Kordick
Time Buyers.....R. H. Cary, Evonne Kordick
Production Manager.....Harold Wierwill

Radio Accounts Placed—Chamberlain Sales Corp., Celwein Chemical Co., Geppert Studios.

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C. P. CLARK, INC.

2411 West End Ave., Nashville, Tenn.
Phone 7-6602

ABP — ANPA — PPA — SNPA — NOAB
First Advertising Agency Group

Officers

President-In Charge of Radio....C. P. Clark
Secretary-Treasurer.....D. G. Goodwin

•

THE CLEMENTS COMPANY, INC.

1601 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 0236

Officers

President-Treasurer.....I. W. Clements
Vice-President-Secretary...E. D. Masterman
Director of Radio.....Alice Clements

Radio Accounts Placed—Network: Modern Food Process Co., Hecker Products Corp., F. G. Voght & Sons.

RUSSELL C. COMER ADVERTISING CO.

Land Bank Building, Kansas City, Mo.
Phone HArrison 3964

Officers

President.....Russell C. Comer
Vice-President.....John C. Fehlandt
Secretary.....A. M. Rockie
Treasurer.....Cecil W. Trapp

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COMPTON ADVERTISING, INC.

630 Fifth Ave., New York, N. Y.
Phone Circle 6-2800
AAAA—ABP—ANPA—PPA—PBR—SAAA—SNPA

Officers

President .....Richard Compton
Executive Vice-President.....Trell Yocum
Secretary-Treasurer.....Leonard T. Bush
Vice-Presidents.....Leonard T. Bush, Harold S. Barnes, Gordon Aymar, Craig Davidson, John E. McMillin, Guy Richards, Edward Battey, Jr., Frank Griffin
Director of Radio.....Storrs Haynes
New Program Manager.....Hal James
Casting Director.....Isabel Olmstead
Publicity Director.....Joan Geddes
Radio Time Buyers.....William Maillefert, Frank B. Kemp, Walter Mayer
Program Supervisors.....Robert Wamboldt, Corlis Wilber, Ted Bell

Branch Offices

Socony Vacuum Bldg., Chicago, Ill.
Manager.....L. O. Holmberg
New Center Bldg., Detroit, Mich.
Manager.....R. W. Heizer
Bryant Bldg., Kansas City, Mo.
Manager.....Merrell Boyce

Radio Account Placed—Procter & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco, P. & G. Naptha Soap, Fluffo, Barsalou Soap, Duz), Wheatena Corp., William S. Scull Co. (Boscul Coffee and Minute-Man Soups), Socony-Vacuum Oil Co., Kolynos Tooth Powder, Kelly Springfield Tires, Allis Chalmers Co.

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COOLIDGE ADVERTISING CO.

308-311 Insurance Exchange, Des Moines, Ia.
Phone 2-0221
AAAA — ABP — ANPA — PPA — APA

Officers

President .....Paul Blakemore
Vice-President .....Henry Kroeger
Production Manager.....Robert H. Morgan

•

COWAN & DENGLER, INC.

527 Fifth Ave., New York, N. Y.
Phone MUrray Hill 2-0940
ANPA — PPA — NOAB — APA

Officers

President.....Stuart D. Cowan
V-P, Secretary-Treasurer.....H. W. Dengler
Media Director-Time Buyer...Helen F. Bond
Office Manager.....William Erichs

Radio Accounts Placed — Burry Biscuit Corp., AA Quality Products, Inc., National Motor Boat Show.

•

THE CRAMER-KRASSELT CO.

733 N. Van Buren St., Milwaukee, Wisc.
Phone Daly 3500
AAAA — ABP — ANPA — PPA
APA — NOAB

Officers

President.....A. W. Seiler
Executive Vice-President.....H. N. Pasteur
Vice-Presidents.....H. T. Dyson, G. W. Faude, A. J. Spoerl
Secretary.....F. Aumueller
Treasurer.....P. A. Schmidt
Director of Media.....L. H. Ness
Asst. Director of Radio.....Loretta Mahar

Radio Accounts Placed—Plankinton Packing Co., Sperry Candy Co., McConnon & Co., Patek Bros., Inc., Phelan-Faust Paint Mfg. Co., Motor Products Corp. (Deep-freeze Division), Dr. L. D. LeGear Medicine Co., Luick Ice Cream Co.

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CRITCHFIELD & COMPANY

720 North Michigan Ave., Chicago, Ill.
Phone Superior 3061
ANPA — APA — PPA — NAOB

Officers

President.....Scott S. Smith
Secretary.....R. C. Scrymiger
Treasurer.....N. W. Smith
Radio Director.....M. E. Blackburn

Radio Accounts Placed—Wheeling Steel Corp.

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D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis, Mo.
Phone Central 6700
AAAA — ANPA — PPA — ABP — PRB — SAAA — SNPA

Officers

President.....W. C. D'Arcy
Secretary-Treasurer.....C. C. Pangman

Branch Offices

515 Madison Ave., New York City
Phone Eldorado 5-5435
Vice-President in Charge of Radio.....Alfred N. Steele
Radio Dept.....Paul Dudley, Robert Salter, Yasha Frank, Henry Klein, Wallace Pflueger
Terminal Bldg., Cleveland, Ohio
Phone Cherry 0158
Stanley Seward, H. M. Cooper
P. O. Box 1734, Atlanta, Ga.
Phone Hemlock 7608
J. H. Kinsella
90 Broadview Ave., Toronto, Canada
Gramont Altenbernd

Radio Account Placed—The Coca-Cola Co.

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis, Mo.
Phone Main 0790-0791
ABP—PPA

Officers

President-Time Buyer..James M. Daugherty
Service Director.....Joseph E. Schmitt

Radio Accounts Placed—Pepsi-Cola Bottlers of St. Louis, Meyer Bros. Drug Co., Pick's Dog Food Minerals, St. Louis Dairy Co.

•

DOE-ANDERSON ADVERTISING AGENCY

308 Martin Brown Bldg., Louisville, Ky.
Phone Wabash 3193

Officers

President.....Elmer H. Doe
Account Executives.....Warwick Anderson, Robert L. Headen

Radio Accounts Placed—Free & Peters, Inc., Radio Station WAVE, Radio Station WHO, Radio Station WDAY, Radio Station WDBJ, Radio Station WPTF, Radio Station WIS, Radio Station KMA.

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DONAHUE AND COE, INC.

1270 Sixth Ave., New York, N. Y.
Phone Columbus 5-4252
ANPA—PPA—ABP—PRB—SNPA

Officers

President.....Edward J. Churchill
Treasurer.....W. B. Patterson
Secretary.....O. A. Kingsbury
Radio Director.....Bert D. Prager
Time Buyer.....Richard Dunkel

Branch Office

411 Hurt Bldg., Atlanta, Ga.
Phone Main 5662
Manager.....H. L. Morrill, Jr.

Radio Accounts Placed—Scholl Mfg. Co., Metro-Goldwyn-Mayer, Atlantic Beer, Rialto Theatre, Radio City Music Hall.

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JOHN C. DOWD, INC.

Park Square Bldg., Boston, Mass.
Phone Hubbard 8050

Officers

President-Radio Director.....John C. Dowd
Executive Vice-President.....E. D. Parent

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EASTERN ADVERTISERS' SERVICE

6305 Yucca St., Los Angeles, Calif.
Phone HI 3137
Manager.....Paul F. Adler

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SHERMAN K. ELLIS & CO.

247 Park Ave., New York, N. Y.
Phone PLaza 5-7711
AAAA—ANPA—PPA—APA

Officers

President-Treasurer.....Sherman K. Ellis
Vice-Presidents.....C. E. Staudinger, Richard Barrett, Milton J. Blair, Glen Jocelyn, H. F. Townsend, E. S. Pratt, John F. Price
Director of Radio.....Edward Aleshire
Radio Time Buyer.....Harry Torp

Branch Offices

141 W. Jackson Blvd., Chicago, Ill.
Phone Harrison 8612
Vice-President.....John F. Price

Radio Accounts Placed—Quaker Oats Co., Pennsylvania Salt Co., Standard Brands, Inc., S. B. Thomas, Inc., Piel Bros.

•

ERWIN, WASEY & CO.

Graybar Bldg., 420 Lexington Ave., New York, N. Y.
Phone MOhawk 4-8700
AAAA—ABP—ANPA—PPA—SNPA—SAAA

Officers

President.....Louis R. Wasey
Vice-President-General Manager, Howard D. Williams
Vice-President.....Charles H. Pinkham
Art Director.....Paul E. Newman
Treasurer.....A. G. Van Utt
Director of Radio.....Edward J. Fitzgerald
Copy Chief.....Wm. B. Griffin
Asst. Radio Director.....M. D. Wickett
Radio Production.....Joe Brattain, Bailey Axton
Time Buyer.....Joe Lincoln

Branch Offices

Erwin Wasey & Co., Ltd.
230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 4952
Vice-President.....L. R. Northrup

Erwin Wasey & Co. of Minnesota
Rand Tower, Minneapolis, Minn.
Phone Atlantic 1223
President.....Mac Martin

Erwin Wasey & Co. of the Pacific Coast
333 Montgomery St., San Francisco, Calif.
Phone Exbrook 7004
Vice-Presidents.S. R. Hutton, H. E. Williams

714 W. 10th St., Los Angeles, Calif.
Phone Prospect 5317
Executive Vice-President.....H. A. Stebbins

Skinner Bldg., Seattle, Wash.
Phone Maine 6435
Vice-President.....W. E. Kraft

Radio Accounts Placed—Lydia E. Pinkham Medicine Co., Musterole Co., Zemo Co., The Barbasol Co., Consolidated Cigar Co., Carnation Co., R. B. Semler, Inc.; The Olive Tablet Co., Florida Citrus Exchange, Zonite Products Co., Liberty Magazine, Primrose House, Inc., Seeck & Kade, S. C. Johnson & Son, Inc., Humphreys Medicine Co.

•

WILLIAM ESTY & COMPANY

100 East 42nd St., New York, N. Y.
Phone Caledonia 5-1900

Officers

President and Treasurer.....William Esty
Secretary.....E. H. Cummings
Director of Radio.....Thos. D. Luckenbill
Assistant Radio Director....Harry Holcombe
Time Buyer.....Tom Lynch
Radio Producers.....Jack Meakin, Helen Phillips, Bernard Dougall, Hilde-

garde Dixon, William R. Moore, Harry Holcombe

Radio Accounts Placed—R. J. Reynolds Tobacco Co., Lehn & Fink Products, Inc., Pacquin's Hand Cream, Baume Bengue, Pharmaco, Inc.

•

FEDERAL ADVERTISING AGENCY, INC.

444 Madison Avenue, New York, N. Y.
Phone Eldorado 5-6400
AAAA — ANPA — PPA — ABP

Officers

President .....Robert Tinsman
Vice-Presidents.....James O'Brien, Jules B. Singer, Joseph Beck, Kenneth Plumb, C. G. Wright, Donald Parsons, Gilbert Williams, Macgregor Armiston
Treasurer .....George Dietrich
General Manager-Secretary..George Dietrich
Radio Director.....J. S. Davidson
Time Buyer.....Penelope Simmons
Publicity Director.....P. Macy

Radio Accounts Placed—American Safety Razor Corp., Joseph Dixon Crucible Co. (Ticonderoga Pencils), J. J. Trommer Co., General Cigar Co., National Biscuit Co. (for Nabisco Shredded Wheat, Shreddies), Rockwood & Co., Durkee Famous Foods (Durkee's Dressing).

•

HARRY FEIGENBAUM ADVERTISING AGENCY

1420 Walnut St., Philadelphia, Pa.
Phone Pennypacker 3623
ANPA — PPA

Officers

President.....Harry Feigenbaum
Radio Dept. Manager.....David Wermen

•

FERRY-HANLY COMPANY

3200 Fidelity Bldg., Kansas City, Mo.
Phone HArrison 4890
AAAA—ABP—ANPA—PPA

Officers

President.....C. P. Hanly
Vice-Presidents.....Bruce B. Brewer, H. M. Montgomery, C. L. Collette, M. G. Pierce
Secretary-Treasurer.....O. P. Luther

New York Office
500 Fifth Ave., New York, N. Y.
Phone LOngacre 5-5000
Manager.....H. M. Montgomery

Chicago Office
111 W. Monroe St., Chicago, Ill.
Phone CEntral 8333
Manager.....C. L. Collette

Radio Accounts Placed—Skinner Mfg. Co., Nutrena Mills, Inc., Faultless Starch Co., Johnson & Johnson (TEK toothbrushes), Spark-O-Life Co.

•

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York, N. Y.
Phone MUrray Hill 4-3300
ABP—ANPA—PPA

Officers

Radio Director.....Henry Bretzfield

Radio Accounts Placed — Smith-Douglass Co., Inc.

•

ROBERT G. FIELDS & CO.

Warner Bldg., Nashville, Tenn.
Phone 6-1977
PPA — SNPA — ABP

Officers

President.....Robert G. Fields

•

M. M. FISHER ASSOCIATES

134 N. La Salle St., Chicago, Ill.
Phone Central 1211
AAAA

Officers

Manager.....Jack L. Fisher
Radio Director.....Jack L. Fisher, Jr.

Radio Accounts Placed—Democratic National Committee of New York.

•

FITZGERALD ADVERTISING AGENCY, INC.

202 Southern Bldg., 833 Howard Ave., New Orleans, La.
Phone Raymond 5194
AAAA — ANPA — PPA — SNPA
APA — ABP — NOAB

Officers

President.....Joe L. Killeen
Vice-President.....Joseph H. Epstein
Vice-President.....Leonard Gessner
Secretary-Treasurer.....Roy M. Schwarz

Radio Account Placed—Wesson Oil & Snowdrift Sales Co.

•

FLACK ADVERTISING AGENCY

Hills Bldg., Syracuse, N. Y.
Phone 2-3129
ABP — ANPA — PPA — APA

Officers

Owner.....John B. Flack
Radio Account Executive
Richard H. Wickham

Radio Accounts Placed—Netherland Dairy, Central New York Independent Super-Markets, Keepsake Diamond Rings, Procino-Rossi Corp.

FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland, Ohio
Phone Cherry 1490
ANPA

Officers

President.....Robert B. Foley
Radio Director.....Frank J. Cockery
Space Buyer.....Helen M. Little

Radio Accounts Placed—I. J. Fox, Inc., The Bing Co., Ohio Floor Covering Co., Perry Auto Stores.

•

FOOTE, CONE & BELDING

(*Formerly Lord & Thomas*)
919 N. Michigan Ave., Chicago, Ill.
Phone Superior 4800
AAAA — ANPA — ABP — PPA

Officers

Chairman of the Board.....Don Belding
President .....Emerson Foote
Chairman, Executive Committee
Fairfax Cone
Executive Vice-President....E. I. Harrington
Secretary-Treasurer.....William R. Sachse
Radio Production Manager....Lee Strahorn
Radio Time Buyer.....G. Lemper

Branch Offices

247 Park Ave., New York, N. Y.
Phone WIckersham 2-6600
President.....Emerson Foote
Radio Manager.....E. L. Cashman
Radio Time Buyer.....J. D. Hymes
601 West Fifth St., Los Angeles, Calif.
Phone Michigan 7651
Chairman of Board.....Don Belding
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2355
Executive Vice-President
Eugene I. Harrington
6117 Sunset Blvd., Hollywood, Calif.
Phone Hollywood 6265
Radio Production Manager..Noman Morrell, James D. Fonda, Arnold Maguire
Assistant Radio Production Managers—William Gay, T. C. Sawyer, Eugene Duckwall

Radio Accounts Placed — Albers Milling Company, All Year Club of Southern California, American Dairy Association, American President Lines, The American Tobacco Company, Armour & Company, Beatrice Creamery Company, Bechtel, McCone & Parsons, The Blue Network, Bourjois-Chanel-Barbara Gould, California Fruit Growers Exchange, Californians, Inc., Carnation Company (Fresh Milk & Ice Cream Division), Cities Service Company, Commercial Investment Trust, Inc.

Commercial National Bank & Trust Co. of New York, Commonwealth Edison Company, Del Monte Properties Company, Frigidaire Division, General Motors; Hartwell Aviation Supply Company, International Cellucotton Products Company, Jell Well Dessert Company, Kimberly-Clark Corporation, Lindsay Ripe Olive Company, Lockheed Aircraft Corporation, Menasco Manufacturing Company, Milk Industry of San Francisco, Montgomery Ward & Company, National Broadcasting Company, New York Central.

Pacific Mutual Life Insurance Company, People's Gas, Light & Coke Co.; The Pepsodent Company, Prune Proration Zone No. 1, Public Service Corporation of Northern Illinois, Purex Corporation, Ltd., RKO Pictures, Inc., RKO Theatres, Roos Bros., Safeway Stores, Inc., Schenley Distillers Corp., Security First National Bank of Los Angeles, Southern Pacific Company, Stagg-Finch Distillers Corp., Sun-Maid Raisin Growers Association, Sunnyvale Packing Company, Tide Water Associate Oil Company, Associated Division; Union Oil Company, Vega Aircraft Corporation, Western United Gas & Electric Company.

•

FORT & COMPANY

Wilder Bldg., Charlotte, N. C.
Phone 5877
APA — SNPA

Officers

President.....John L. Fort
Secretary .....Jean Dunham

Radio Accounts Placed—A. K. Sutton, Inc., McCoy's Service Stations, T. W. Garner Food Co.

•

ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York, N. Y.
Phone COrtlandt 7-5060
ANPA — PPA — ABP — NOAB

Officers

Chairman of the Board....Emmett Corrigan
President.....Frank J. Reynolds
First Vice-President & Treasurer
Victor J. Cevasco
Vice-President & Secretary.Harold E. Maples
Radio Department.....Richard A. Cullinan

Branch Offices

Post Office Square, Boston, Mass.
Phone Hancock 5900
Packard Bldg., Philadelphia, Pa.
Phone Rittenhouse 3915
1 La Salle St., Chicago, Ill.
Phone Dearborn 8910
155 Sansome St., San Francisco, Calif.
Phone EXbrook 3484

•

HARRY M. FROST CO., INC.

260 Tremont St., Boston, Mass.
Phone LIberty 0813
ANPA—PPA

President.....Karl M. Frost
Treasurer.....Harry M. Frost
Production Manager.....Harold E. Bessom
Secretary.....Harvey P. Newcomb
Radio Director & Time Buyer
Harvey P. Newcomb

Branch Offices

Lynn, Mass.; Worcester, Mass.

Radio Accounts Placed — Durkee-Mower,

Inc., CeLect Baking Co., Cold Spring Brewing Co., Eastern Racing Assn., Eldred & Barbo, National Bakers' Service, Shubert Theatres, Supreme Wine Co., Whipple Co.

•

FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York, N. Y.
Phone MUrray Hill 6-5600
1501 Euclid Ave., Cleveland, Ohio
Phone Cherry 6700
AAAA — ANPA — PPA — ABP
APA—ABC—NOAB

Officers

President (Cleveland).....A. L. Billingsley
Vice President-Manager.....J. E. Wiley
Secretary-Treasurer (Cleveland)
C. C. Reidenbaugh
Radio Director.....Lee Williams

•

GANDY ADVERTISING AGENCY

Texas Bank Bldg., Dallas, Texas
Phone Central 4737

Officers

Owner.....Wilmer P. Gandy
Production Manager.....Mrs. K. Gandy

•

GARDNER ADVERTISING CO.

915 Olive St., St. Louis, Mo.
Phone Garfield 2915
AAAA — ABP — ANPA — PPA — PRB
SAAA — SNPA

Officers

Chairman of Board.....H. S. Gardner
President.....E. G. Marshutz
Executive Vice-President...Mrs. E. P. Proetz
Secretary.....E. A. W. Schulenburg
Treasurer.....E. R. Gardner
Director of Radio (St. Louis)..C. E. Claggett

Branch Offices

9 Rockefeller Plaza, New York, N. Y.
Phone Columbus 5-2000
Vice-President in Charge of Radio,
Roland Martini
1419 Heyburn Bldg., Louisville, Ky.
Phone Jackson 5328

Radio Accounts Placed—Pet Milk Co., Ralston Purina Co.

•

SIDNEY GARFINKEL ADVERTISING AGENCY

26 O'Farrell St., San Francisco, Calif.
Phone Exbrook 3420
ABP—NOAB

Officers

President.....Sidney Garfinkel
Director of Radio.....Walter Guild

Radio Accounts Placed — Skippy Peanut Butter, Chemicals, Inc., Hoskins Bros. & Co., Remo Bakery, El Dorado Oil Works, Good Foods, Inc., Euclid Candy Co., Valley Church of the Air, Kay Jewelry, Mutual Benefit Insurance Co.

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago, Ill.
Phone Superior 8191
ABP — ANPA — PPA

Officers

President.....W. W. Garrison
Time Buyer.....G. P. Schill

Radio Accounts Placed—Chicago-Milwaukee Steamship Line, W. A. Sheaffer Pen Co., (foreign).

•

GEYER, CORNELL & NEWELL, INC.

745 Fifth Ave., New York, N. Y.
Phone Wickersham 2-5400
AAAA — PPA — ANPA

Officers

President .....Bertram B. Geyer
Vice-Presidents.....H. W. Newell,
R. M. Ganger
Radio Director.....Eleanor Larsen

Branch Offices

Third National Bank, Dayton, O.
Phone Fulton 4145
Manager.....H. M. Hemstead
14250 Plymouth Rd., Detroit, Mich.
Phone, Hogarth 5520
Manager.....J. L. McQuigg

Radio Accounts Placed—E. R. Squibb & Sons.

•

GILLHAM ADVERTISING AGENCY

Continental Bank Bldg.,
Salt Lake City, Utah
Phone 4-5516
ANPA — APA — ABP

Officers

President & Treasurer.....M. C. Nelson
Vice-Presidents .....J. Y. Tipton,
Lon Richardson
Secretary.....Virginia Murray
Space Buyer & Production Manager,
J. Robert Furner
Radio Director.....Victor V. Bell

Radio Accounts Placed—American Packing & Provision Co., Sego Milk Products Co., Utah Oil Refining Co., Excelcis Products Co., Fisher Brewing Co., Mountain Fuel Supply Co., Royal Baking Co., United States Fuel Co., Ogden Troy Laundry, Walker Bank & Trust Co., Colville Ice Cream Co., Automatic Heat with Coal Campaign, Sweet Candy Co., Cloverleaf Dairy, Tracy Loan & Trust Co., Utah Finance Co., Peoples Finance & Thrift Co., First Federal Savings & Loan Assn.

•

GLASER-GOTTSCHALDT, INC.

Statler Bldg., Boston, Mass.
Phone Liberty 6044
AAAA — ABP — ANPA — PPA — APA

Officers

President.....Louis Glaser
Radio Director.....M. Bonanns

Production Manager Thomas F. Eccleston, Jr.
Radio Accounts Placed—Consolidated Rendering Co., Henley-Kimball Co., Gould Negative Ion Co., New England Coke Co., Rose-Derry Co.

•

RAY K. GLENN ADVERTISING

1366 First Natl. Bldg., Oklahoma City, Okla.
Phone 3-5439
ABP—ANPA—SAAA—SNPA

Officers

President.....Ray K. Glenn
Vice-Presidents (Dallas Office) Lowe Runkle, T. A. Workman
Radio Director.....Lowe Runkle

Branch Offices

1342 Liberty Bank Bldg., Dallas, Texas
Phone CEntral 3334
Manager.....T. A. Workman
1212 Fort Worth Natl. Bank Bldg., Fort Worth, Texas
Phone 2-2575

Radio Accounts Placed—The Frito Co., Globe Laboratories, Bewley Mills.

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GLICKSMAN ADVERTISING CO.

400 Madison Ave., New York, N. Y.
Phone PLaza 8-0716
ABP — ANPA — PPA

Officers

President .....Joseph Glicksman
Vice-President-Secretary .William Glicksman
Treasurer .....David Glicksman
Radio Director.....Gerald Bruce

Radio Accounts Placed—Adam Hats, Portis Bros. Hat Co.

•

GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago, Ill.
Phone Superior 6747
AAAA—ANPA—PPA—ABP
Affiliated with Raymond R. Morgan Co. Hollywood, Calif.

Officers

President.....Clyde M. Joice
Vice President-Treasurer.M. Lewis Goodkind
Vice-President-Merchandising, Harlow P. Roberts
Copy Chief.....Garrick M. Taylor
Space Buyer.....Florence A. Neighbors

Radio Accounts Placed—Service Stores, Inc., Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Tatman, Inc., Straus Securities Co., Wyler & Co.

•

GOTHAM ADVERTISING COMPANY

2 West 46th St., New York, N. Y.
Phone LOngacre 5-2616
ABP—ANPA—PPA

Officers

Radio Director.....Arthur A. Kron

Radio Accounts Placed—Belgian Information Bureau, McCann Pure Food Hour, Chichester Chemical Co., Morris Plan Bank.

GRANT ADVERTISING, INC.

1313 Gulf States Bldg., Dallas, Texas
Phone RIverside 8121
ABP—ANPA—PPA—PRB—SNPA

Officers

President.....Will C. Grant
Vice-Presidents.....Claude R. Miller, Pearle Duffey, George C. Bayna, Eugene W. Cooper
Radio Director.....L. G. Harris
Asst. Radio Director.....Perry Dickey

Branch Offices

919 N. Michigan Ave., Chicago, Ill.
Phone SUperior 9052
Time Buyer.....George C. Bayne
Radio Dept.....Jimmy McClain, Allen C. Anthony, Baker Ostrin
30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 5-4485
Radio Dept.....John C. Morrow, Paul de Fur
Edif. Guardiola, Mexico City, Mexico
Phone Eric 14-63-93
Padre Mier 474, Monterrey, Mexico

Radio Accounts Placed—Vick Chemical Co. (Vitamins Plus), Mars, Inc., Cudahy Packing Co., American Chicle Co. (Beeman's).

•

GREEN-BRODIE, INC.

485 Madison Ave., New York, N. Y.
Phone PLaza 3-9533
ANPA — PPA

Officers

President.....Julian P. Brodie
Secretary-Treasurer.....Alan Green
Vice President-Art Director.Murray A. Levin
Production Director.....Harold Lebow
Radio Dept.....Julian P. Brodie

Radio Accounts Placed—Pieter deWitt Diamonds, Ltd., Trade Bank & Trust Co.

•

GREY ADVERTISING AGENCY, INC.

166 West 32nd St., New York, N. Y.
Phone CHickering 4-3900
ABP — ANPA — PPA — NOAB — APA

Officers

President.....Lawrence Valenstein
Executive Vice-President.....Arthur C. Fatt
Talent Buyer.....Maria La Grua
Time Buyer.....Maria J. White

Radio Accounts Placed—William Demuth & Co. (Hesson Guard-Milano Pipes).

•

GRISWOLD-ESHLEMAN

2700 Terminal Tower, Cleveland, Ohio
Phone MAin 7626
AAAA

Officers

Radio Director.....Earl R. Preble

Radio Accounts Placed—Fleetwing Corp.

JULIAN GROSS ADVERTISING AGENCY

11 Asylum St., Hartford, Conn.
Phone 7-7179 and 7-7170

Officers

Owner .....Julian Gross
Radio Director.....Geraldine K. Ray
Account Executives.....M. Gold, William Glicksman

•

I. R. GWIRTZ

480 Lexington Ave., New York, N. Y.
Phone PLaza 3-7070

Officers

Talent Buyer.....I. R. Gwirtz
Production Director.....I. Gwirtz
Time Buyer.....B. Wise

Radio Accounts Placed—Ben Schwartzman, Larry's Men Clothier, Miller's Furniture Market.

•

M. H. HACKETT, INC.

9 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-1950
ABP — ANPA — PPA — NOAB

Officers

President-Treasurer & Radio Director, Montague H. Hackett
Vice-President.....Crawford W. Hawkins
Vice-President.....Bernard Pagenstecher
Art Director.....Clifford C. Lozell
Production Manager.....Henry Beinbridge
Time Buyer.....Aida Stearns
Copy Chief.....Allan Legg

Radio Accounts Placed—Riggio Tobacco Corp., V. LaRosa & Sons, Chatham Mfg. Co.

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HAMMER ADVERTISING AGENCY

983 Main St., Hartford, Conn.
Phone 5-4883

Officers

Production.....Louis Barlow, Helen Zimmerman
Account Executive.....M. H. Hammer

•

HART-CONWAY CO., INC.

45 Exchange St., Rochester, N. Y.
Phone Main 2073
ANPA — APA

Officers

President.....H. Lyman Hart
Secretary.....M. Brinkman Hart
Vice President.....Harold E. Kennedy
Radio Director.....John P. Street

•

GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago, Ill.
Phone State 0055
ANPA — PPA — APA — ABP — NOAB

Officers

President.....George H. Hartman
Secretary-Treasurer.....Frank R. Hartman
Radio Director.....Thomas Kivlan

Radio Accounts Placed—Hartz Mountain Products, Local Loan Co., Nelson Bros. Co., Simoniz Co., P. A. Starck Co., Sawyer Biscuit Co.

•

THE HEFFELFINGER AGENCY

522 Fifth Ave., New York, N. Y.
Phone VAnderbilt 6-2450

Officers

President.....Totten Peavey Heffelfinger
General Manager & Radio Director C. H. Pearson
Publicity and Public Relations Director, Capt. C. W. Wildrick
Director of Sports Service, Walter W. Heffelfinger

Branch Office

Chamber of Commerce, Minneapolis, Minn.
Manager.....C. W. Sawyer
Premium and Special Service Manager, C. E. Harrison

•

HENRI, HURST & McDONALD

520 N. Michigan Ave., Chicago, Ill.
Phone SUperior 3000
ANPA—PPA

Officers

President .....W. B. Henri
Secretary .....W. D. McDonald
Treasurer .....J. F. Hurst
Space Buyer.....Louis C. Paul
Radio Director.....W. Ward Dorrell

Radio Accounts Placed—Network: Hall Bros., Inc., Skelly Oil Co., John Morrell & Co. National Spot: John Morrell & Co., Ballard & Ballard Co., Carolene Products Co., Elatz Brewing Co., Acme White Lead & Color Works.

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HILLMAN-SHANE-BREYER, INC.

403 W. 8th St., Los Angeles, Calif.
Phone Vandike 5111

Officers

President.....David S. Hillman
Vice-President.....Donald A. Breyer
Radio Director.....Donald Breyer
Publicity Director.....J. DeGarmo

•

WILLIAM F. HOLLAND AGENCY

Hotel Simon, Cincinnati, Ohio
Phone MAin 3450

Officers

Owner.....William F. Holland
Copy Chief.....Don Lyons
Art Director.....B. S. Bankhardt
Research Director.....E. S. Fee
Publicity Chief.....Jeff Dickerson
Merchandising Director.....C. J. Schuek

CHARLES W. HOYT COMPANY, INC.

551 Fifth Ave., New York, N. Y.
Phone MUrray Hill 2-0850
AAAA — ANPA — PPA — ABP — NOAB

Officers

President and Treasurer....Everett W. Hoyt
Secretary.....C. B. Donovan
Vice-Presidents.....F. A. Whipple, W. K. Dingledine
Director of Radio.....W. P. Smith
Time Buyer.....D. W. Coutlee

Branch Office

650 Main St., Hartford, Conn.
Phone 5-6066

Vice-President.....F. A. Whipple

Radio Accounts Placed—B. C. Remedy Co., Richardson & Robbins, Charles Gulden, Inc., American Molasses Co., Merck & Co., Burnham & Morrill, Snider Packing Corp., E. L. Knowles Co.

•

THE H S G ADVERTISING AGENCY

19 East 53rd St., New York, N. Y.
Phone WIckersham 2-3338

Officers

President-Treasurer.....H. S. Goodman
Secretary .....H. Knuth
Vice-Presidents.....Everett F. Goodman, A. D. Parker

Branch Offices

American National Bank Bldg., Chicago, Ill.
206 S. Spring St., Los Angeles, Calif.

•

H. B. HUMPHREY CO.

1235 Statler Bldg., Boston, Mass.
Phone Liberty 4714
AAAA — ABP — ANPA — PPA — APA

Officers

Chairman of Board.....Henry B. Humphrey
President-Treasurer...Richard S. Humphrey
Vice-President-Copy Chief, Julian L. Watkins
Vice-President.....Herbert T. Hondji
Account Executives....Herbert T. Hand, Jr., Frank Christian
Production Manager.....G. L. Leonard
Secretary.....Francis S. Moulton

Radio Accounts Placed—Rumford Chemical Works.

•

HUTCHINS ADVERTISING COMPANY, INC.

Cutler Bldg., Rochester, N. Y.
Phone Main 3528
APA — ANPA — PPA — ABP

Officers

President .....M. S. Hutchins
Treasurer .....F. I. Hutchins
Secretary .....F. R. Hutchins
Vice-President & Director of Radio F. A. Hutchins
Vice-Presidents.....J. P. McCarthy, R. P. Weis

IVEY & ELLINGTON, INC.

1400 South Penn Square, Philadelphia, Pa.
Phone Locust 7909
ANPA — PPA

Officers

President.....Neal D. Ivey
Vice-President-Treasurer...Jesse T. Ellington
Secretary.....George V. Strong
Media Director.....C. R. Palmer

Branch Office

155 East 44th St., New York, N. Y.
Phone MUrray Hill 3-5680

Vice-President.....Thomas M. Keresey

Radio Accounts Placed—Bayuk Cigars Inc., General Baking Co., Packers Tar Soap Inc., Young People's Church of the Air.

•

JOSEPH JACOBS JEWISH MARKET ORGANIZATION

6 E. 46th Street, New York, N. Y.
Phone MUrray Hill 2-6995

President and Director.....Joseph Jacobs
General Manager.....Morris Unger
Time Buyer.....Joseph Jacobs
Talent Buyer and Program Manager M. Keilson
Production Director.....Sholom Rubinstein
Research, Script and Radio Publicity David M. Hausdorff, J. J. Freedman

Radio Accounts Placed—Maxwell House Coffee, Diamond Crystal Salt, Bab-O, R. B. Davis Co., My-T-Fine Desserts, Cream of Rice, Premier Food Products, Ralston-Purina Co., Sanka Coffee, Grape-Nuts Wheat-Meal, Kemp's Tomato Juice, Colgate Dental Cream, International Cellucotton Products Co., Kolynos Tooth Powder, Hecker Products Corp., Anacin, "Junket" Rennet Products.

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JESSOP ADVERTISING CO.

First Central Tower, Akron, Ohio
Phone Franklin 3232

Officers

President.....M. K. Jessop
Space Buyer.....Charles A. Jessop
Radio Director.....R. Gilbert

•

THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati, Ohio
Phone Main 3351
AAAA — ABP — ANPA — PPA

Officers

President.....Ralph H. Jones
Vice-President.....Stanley A. Willer
Secretary.....Elmer A. Vehr
Director of Radio.....C. M. Robertson, Jr.
Assistant Director.....M. MacPherson

Branch Office

580 Fifth Ave., New York City
Phone WIsconsin 7-5500

Manager.....Philip Meek

Radio Accounts Placed—Dow Drug Co., Kroger Grocery & Baking Co., Carter Coal Co., Miami Margarine, Ten-B-Low.

H. W. KASTOR & SONS ADVERTISING CO., INC.

360 N. Michigan Ave., Chicago, Ill.
Phone Central 5331
ANPA — APA — PPA — ABC — NOAB

Officers

President .....Louis Kastor
Treasurer.....A. G. Kastor
Secretary.....W. B. Kastor
Vice-President.....R. H. Kastor
Director of Radio.....Robert G. Jennings

Branch Offices
9 Rockefeller Plaza, New York
Phone Columbus 5-6135

Manager.....Herman W. Kastor

Radio Accounts Placed—Procter & Gamble Co., Welch Grape Juice Co.

•

THE JOSEPH KATZ COMPANY

16 E. Mt. Vernon Place, Baltimore, Md.
Phone Vernon 7094
AAAA — ANPA — PPA — ABP

Officers

President .....Joseph Katz
Treasurer.....Charles M. Harrison
Director of Radio.....
Radio Producers & Continuity Writers, Gordon Gross, Nat C. Wildman, Leslie Katz

Branch Offices
444 Madison Ave., New York, N. Y.
Phone Wickersham 2-2740

Manager.....Nat C. Wildman
Director of Radio.....Herschel Deutsch

Radio Accounts Placed—American Oil Co., Maryland Pharmaceautical Co., Ex-Lax, Inc., Arrow Beer, Jests, Inc., Laco & Pompeian Products, Inc.

•

HENRY J. KAUFMAN ADVERTISING

Homer Bldg., Washington, D. C.
Phone District 7400
ANPA—APA—ABP—PA—NAAN

Officers

Owner.....Henry J. Kaufman
Radio Director.....Jeffery A. Abel
Copy Chief.....William F. Sigmund
Art Director.....Eugene Hoover
Space Buyer.....Betty D. Gwyer
Production Director.....Christine Kempton

•

KAYTON-SPIERO CO., INC.

230 W. 41st St., New York, N. Y.
Phone LOngacre 5-5090
AAAA—ABP—ANPA—PPA—PRB

Officers

President.....Gerald B. Spiero
Vice-President.....Morris Kinzler
Secretary-Treasurer.....Alvin J. Kayton
Time Buyers.....Herman Jacobs, Philip Scott
Account Executives.....Lawrence Weiner, Herman Jacobs

Radio Accounts Placed — Twentieth-Century Fox Film Corp.

•

KELLY, ZAHRNDT & KELLY, INC.

745 Cotton Belt Bldg., St. Louis, Mo.
Phone Garfield 0777

Officers

President.....C. F. Kelly, Jr.
Vice-Pres. and Treasurer....W. W. Zahrndt
Vice-Pres. and Secretary.....V. A. Kelly
Director of Radio.....C. F. Kelly, Jr.
Assistant Director.....W. W. Zahrndt
Radio Producers.....C. F. Kelly, Jr., V. A. Kelly
Radio Continuity Writers....C. F. Kelly, Jr., V. A. Kelly

Radio Accounts Placed — Lutheran Laymen's League, Pine Balm Co., Sayman Products Co., Trems, Inc., Democratic Campaign Committee, Visit St. Louis Committee.

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KENYON & ECKHARDT, INC.

247 Park Avenue, New York, N. Y.
Phone PLaza 3-0700
AAAA — ANPA — PPA — ABP — APA

Officers

Chairman of Board.....Otis Allen Kenyon
President.....Thomas D'Arcy Brophy
Treasurer.....Charles Vasoll
Secretary.....Joseph A. Vessey
Director of Radio.....Dwight Mills
Radio Dept.....Robert D. Wolf, Cynthia Drew, Fritz Blocki

Radio Accounts Placed—Network: Charles B. Knox Gelatine Co., Standard Brands (Fleischman's Foil Yeast), Richard Hudnut, Wesson Oil & Snowdrift, Rock City, Bosco, Spool Cotton, Kellogg Co. (All-Bran, Gro-Pup, 40% Bran, Pep, Raisen 40% Bran).

•

H. M. KIESEWETTER ADVERTISING AGENCY, INC.

9 East 40th St., New York, N. Y.
Phone Lexington 2-0025
ANPA — PPA — ABP

Officers

President & Treasurer....E. T. Kiesewetter
General Manager.....H. M. Kiesewetter
Radio Dept. Manager.....Samm S. Baker
Radio Time Buyer.....Rhoda Kane Powers

Radio Accounts Placed—Penn Tobacco Co., Bathasweet Corp., Lorr Laboratories, The Mennen Co.

KIRCHER, LYTLE, HELTON & COLLETT, INC.

321 West First St., Dayton, Ohio
Phone 2151
ABP — BPA

Officers

President .....J. Horace Lytle
Vice-President.....R. C. Kircher
Treasurer.....C. B. Helton
Secretary.....Robert Collett
Art Director.....Gustave Sigritz
Production Manager.....Otto Diemer

•

KLINGER ADVERTISING CORP.

119 W. 57th St., New York, N. Y.
Phone CIrcle 6-3660

Officers

President-Radio Time Buyer...A. A. Klinger
Vice-President.....E. A. Tenner
Secretary.....E. French
Radio Production.....Emory Ellis

Radio Accounts Placed — Madison Long Island Personal Loan Co., Madison Finance Co. of N. J., Servus Clothes, Samuel Schlossman & Sons, Inc., Stanback Co.. Ltd., Bridge Apparel Shops, Long Island Outfitting Co., Wholesale Utilities, Purepar Corp., Klizmoth Corp., Flemex Corp.

•

KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.
Minneapolis, Minn.
Phone Bridgeport 7701
ANPA — PPA

Officers

President.....E. E. Sylvestre
Executive Vice-President.....Wayne Hunt
Vice-Presidents.....J. H. Sarles, Elizabeth B. Reeves, Helen A. Brown
Secretary.....K. P. Torgerson
Treasurer.....C. L. Greenwood
Radio Director.....Lloyd Griffin
Director of Media & Research, Dr. A. R. Root
Radio Production Manager.....Russell Neff

Branch Office

925 Chanin Bldg., New York, N. Y.
Phone MUrray Hill 4-3982

625 Market St., San Francisco, Calif.
Phone SUtter 6744

Vice President.....R. W. Stafford
Radio Production Manager....Hal Burdick
Radio Time Buyer.....Walter A. Johnson

Radio Account Placed — General Mills, Inc.

•

MERRILL KREMER, INC.

1711 Exchange Building, Memphis, Tenn.
Phone 5-4343
ABP — SNPA — APA — PANK — NAAN

Officers

President.....Merrill Kremer
Secretary and Treasurer.....Ernest Lee
Account Executive.....Warren Billingsley
Production Director.....Homer Gentry
Time Buyer.....Polly J. Cohen

•

ARTHUR KUDNER, INC.

630 Fifth Ave., New York, N. Y.
Phone Circle 6-3200
AAAA — ANPA — PPA — ABP

Officers

President.....Arthur Kudner
Vice-Presidents.....J. H. S. Ellis, E. J. Owens, Sam D. Fuson, Charles F. Gannon, Kenneth Collins
Director of Radio.....Myron P. Kirk
Script Buyer.....Alan Ward
Time Buyer.....Ida Sideman
Commercial Continuity...Rowena Runnette
Production.....G. Bennett Larson

Branch Offices

New Center Bldg., Detroit, Mich.
Phone Madison 5315
Robert Copeland

Albee Bldg., Washington, D. C.
Phone National 5506
Frank Getty

Radio Accounts Placed—Network: U. S. Tobacco Co.; National Spot: True Story Magazine; U. S. Tobacco Co.; Savarin Coffee; Standard Brands.

•

J. R. KUPSICK ADVERTISING AGENCY, INC.

122 East 42nd St., New York, N. Y.
Phone MUrray Hill 5-9145
ANPA — ABP — PPA

Officers

President.....J. R. Kupsick
Vice President.....Saul Kampf
Radio Director.....Frank Powderly
Space Buyer.....E. M. Fordsman

•

LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Tower, Memphis, Tenn.
Phone 5-1571
ABP — ANPA — PPA — SNRA

Officers

President.....Avron Spiro
Secretary-Treasurer.....M. M. Shurman
Radio Director.....Clark R. Brown

Radio Accounts Placed—Plough, Inc., The Piso Co.

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LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York, N. Y.
Phone COlumbus 5-3721
ANPA — PPA

Officers

President .....John L. Johnston
Executive V-P. .....Gordon Seagrove
V-P.-Radio Director .....Martin Horrell
General Manager.....Frank Mace

Radio Accounts Placed—Lambert Pharmacal Co.; Prophylactic Brush Co.; Phillips Petroleum Co.

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland, Ohio
Phone Main 6579
ABP — PPA

Officers

President.....H. Jack Lang
Vice President-Secretary.....A. B. Fisher
Vice President-Treasurer..Fred P. Stashower
Production Manager.....George DeWitt

Radio Accounts Placed—Brewing Corp. of America, Texas Distributing Co., Yellow Cab, Cleveland Cooperative Store Co., World Publishing Co.

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LAUESEN & SALOMON

520 No. Michigan Ave., Chicago, Ill.
Phone SUperior 0738
ABP — ANPA — PPA

Officers

President.....A. M. Salomon
Account Executive.....Wendell Walker

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LEEFORD ADVERTISING AGENCY

315 Fourth Ave., New York, N. Y.
Phone STuyvesant 9-1742
PPA

Officers

President-Radio Director.....David D. Lee
Treasurer .....W. C. Hoyt

Radio Account Placed — Remington-Rand, Inc., American Writing Machine Co.

•

LEIGHTON & NELSON

202 State St., Schenectady, N. Y.
Phone 6-4202
ABP — PPA — ANPA

Officers

Partners .....Winslow P. Leighton and George R. Nelson
Radio Director.....George R. Nelson
Asst. Radio Directors.....Robert S. Cragin, Mary Croninger
Radio Continuity Writers.....R. S. Cragin, M. L. Croninger, L. S. Gethine

Radio Accounts Placed—New York State Democratic Committee, The Hudson Coal Co., Saratoga Racing Assn., William W. Lee & Co., The Stanton Brewery, Inc., Breslaw Bros Furniture, Massachusetts Indemnity Insurance Co., D'Jimas Furs.

•

LENNEN & MITCHELL, INC.

17 E. 45th St., New York, N. Y.
Phone MUrray Hill 2-9170
AAAA — ANPA — PPA — APA — NOAB

Officers

President.....Philip W. Lennen
Vice President-Treasurer.....Robert W. Orr
Secretary.....Arthur L. Lynn
Director of Radio.....S. James Andrews
Radio Producer.....Blayne Butcher

Radio Accounts Placed—John H. Woodbury, Inc., Andrew Jergens Co., P. Lorillard Co., Inc., Tide Water Associated Oil Co., Parfums Schiaparelli, Inc., Lehn & Fink.

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TED LEVY ADVERTISING AGENCY

204 Temple Court Bldg., Denver, Colorado
Phone CHerry 4521
ABP — ANPA — APA

Officers

Owner.....Ted Levy
Production Manager.....William Robertson
Copy Director.....Barbara Aiton

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ADDISON LEWIS & ASSOCIATES

1414 Foshay Tower, Minneapolis, Minn.
Phont AT 6235
ABP — ANPA — PPA — PRB

Officers

Owner.....Addison Lewis
Account Executives.....Edward Grubb, Harvey Kruse, J. A. Quint

Radio Accounts Placed—Minneapolis-Honeywell.

•

LEON LIVINGSTON ADVERTISING AGENCY

Mills Bldg., San Francisco, Calif.
Phone Sutter 7340
AAAA — ABP — ANPA — PPA — NOAB

Officers

President.....Leon G. Livingston
Vice-President.....W. C. Day
Space Buyer.....B. B. Biederman

Radio Accounts Placed — Langendorf United Bakeries, Nestle's Milk Products, Inc., Italian Swiss Colony, Haas Bros.

•

LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 5-8800
ABP — ANPA — PPA — NOAB

Officers

President.....Laurence M. Lloyd
Vice-President.....Charles M. Pietsch
Production Manager.....William T. Kaleb
Media Director.....John J. Hagan
Radio Director.....Robert S. Hutz

•

THE W. E. LONG COMPANY

155 North Clark St., Chicago, Ill.
Phone Randolph 4606

Officers

Vice-President.....W. D. Warrick
Director of Radio.....E. J. Sperry

Assistant Director of Radio..Robert Struble
Scripts.....Mikki Kaye

Branch Offices

C. P. MacGregor Studios, 729 S. Western Ave., Hollywood, Calif.

Producer.....Ted Jordan
Musical Producer.....Charles W Hamp
Chief Announcer.....Ted Meyers

Radio Accounts Placed—Agency is a specialist in wholesale baker advertising servicing hundreds from coast to coast on a syndicated basis.

•

EARLE LUDGIN, INC.

121 West Wacker Drive, Chicago, Ill.
Phone Franklin 1762
ANPA — ABP — PPA — APA

Officers

President-Treasurer.....Earle Ludgin
Secretary. ... A. Ludgin
Vice-Presidents.....V. R. Bliss, J. H. Caro, J. H. Willmarth

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MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria, Ill.
Phone 7197
ANPA — ABP — APA

Officers

President.....J. F. Fellay
Treasurer.....Jay J. Keith
Vice-President.....Robert J. Rice
Radio Specialist.....Frank A. South

Radio Accounts Placed—Keystone Steel & Wire Co., Consolidated Products Co., Schultz, Bausan & Co.

•

MacFARLAND, AVEYARD & CO.

333 North Michigan Ave., Chicago, Ill.
Phone Randolph 9360
ANPA — PPA — ABP — SNPA
NOAB

Officers

President.....Hays MacFarland
Secretary-Treasurer.....B. G. Ruttingh
Vice-Presidents.....A. E. Aveyard, Malcolm A. Jennings, Allen B. Dicus, O. A. Feldon, Harry M. Coleman
Radio Director-Time Buyer.....Evelyn Stark
Production Manager.....Edwin C. Frank
Space Buyer.....Madge C. Drake
Publicity Director.....Harry M. Coleman

Radio Accounts Placed—Network: Northwestern Yeast Co., National Spot: Omar, Inc., Burma-Vita Co.

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MacLAREN ADVERTISING CO. LTD.

372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321-2551
CAAA — CDNA — CWNA

Officers

President-General Manager..J. A. MacLaren
Vice President-Assistant General Manager.....E. V. Rechnitzer
Vice-President-Treasurer.....I. E. Reynolds
Secretary.....G. T. Scroggie
Broadcast Advertising Dept...C. M. Pasmore, M. Rosenfeld, W. D. Byles

Branch Office

901 Dominion Square Bldg., Montreal, Que., Canada
Phone Plateau 9556

Office Manager.....E. H. H. Smith

224 Curry Bldg., Winnipeg, Man., Canada
Phone 26-622

Manager.....W. R. W. Henderson

47 Canada Life Bldg., Calgary, Alta., Canada

Manager.....E. P. Thompson

305 Province Bldg., Vancouver, B. C., Can.
Phone Marine 6268

Manager.....W. D. M. Patterson

Radio Accounts Placed—Network: Imperial Oil, Ltd., Tuckett, Ltd., People's Credit Jewelers. National Spot: Bulova Watch Co., Ltd., General Motors Corp., Dalglish Co., Ltd., People's Credit Jewelers, Tuckett, Ltd.

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MALCOLM-HOWARD ADVERTISING AGENCY

20 East Jackson Blvd., Chicago, Ill.
Phone Webster 2110
ABP — APA — ANPA

Officers

Owner-Time Buyer.....Arthur M. Holland
Radio Account Executive....Max G. Holland
Radio Director.....Maury Cliffer
Radio Writers.....Hal Tate, Nikki Kaye, Ray Freedman

Radio Accounts Placed—Dad's Root Beer, Joy Candy Shoppes, Roller Derby, Washington Auto Sales, Alert Laundry, Holland Jewelers, Newart Co., Continental Clothing Co., Kelly Auto Sales Co.

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DAVID MALKIEL ADVERTISING AGENCY

260 Tremont St., Boston, Mass.
Phone Liberty 1422
ANPA — ABP — APA — PPA

Officers

President .....David Malkiel
Secretary .....Martha Brest
Account Executives.....Harry Weinbaum, Alfred Black, Martin Kadis

Radio Accounts Placed—I. J. Fox Co., Ace Vacuum Cleaners, Blueway Bus Lines, Drive-In Theaters, Inc., Gordon Mfg. Co., Paramount Baking Co., E. M. Loew's Theaters, Greater Boston Theaters, Inc., RKO Theaters, Steuben's Restaurant, Canadian Ace Ale, Beachcomber, Casa Manana, Elm Farm Foods Co., Serta-White Cross Co., Freilicher Kabtzen, Lithuanian Corp. Group, Mansion Inn, Rio Casino, Royal Crown Cola of Boston, Old Monastery Wines, Ritter Dancing School, Essex Hotel, Avery Hotel, Granada Vineyards, Inc., Glendale Coal Co., Racing Guide, Ray Galvin, Kasanof's Bread, Rosoff's, Totem Pole Ballroom.

MANSON-GOLD ADVERTISING AGENCY

1004 Marquette Avenue, Minneapolis, Minn.
Phone GEneva 9619
ABP — PPA — PRB — APA

Officers

Time Buyer.....D. P. Nathanson
Account Executives.....Meyer Gold, Jean Hadley

Radio Accounts Placed—Marine Electrolysis, Snyder's Drug Stores.

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MARSCHALK & PRATT COMPANY

535 Fifth Ave., New York, N. Y.
Phone VAnderbilt 6-2022
ANPA — PPA — ABP — APA — ABC — AAAA — NOAB

Officers

Partners.....Harry C. Marschalk, G. A. Poetschke, S. H. Giellerup, S. L. Meulendyke
Director of Radio.....Curt Peterson
Radio Continuity Writers...G. W. Freeman, Bennett Kolb, E. T. Clark

Radio Accounts Placed—National Spot: Standard Oil Co. of N. J., Aetna Casualty & Surety Co., U. S. Treasury Defense Savings Staff, National Lead Co.

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J. M. MATHES, INCORPORATED

122 East 42nd St., New York, N. Y.
Phone LExington 2-7450

Officers

President.....J. M. Mathes
Treasurer.....A. E. Cox
Secretary Carle Rollins
Vice-Presidents.....William B. Okie, Hyland L. Hodgson, Lester Loh, Charles O'Donnell, Charles R. Marshall
Vice-President-Director of Radio, Wilfred S. King
Assistant Director.....Fletcher Turner

Radio Accounts Placed—Ludens, Inc.; National Carbon Co., New York State Milk Publicity, Canada Dry Ginger Ale & Spur, Magazine Repeating Razor Co., International Salt Co., Bleachette, Pure Foods (Herbax), Pan-American Coffee Bureau, Burlington Mills.

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JOSEPH MAXFIELD COMPANY

36 Exchange Place, Providence, R. I.
Phone GAspee 4456
ABP — ANPA

Officers

President.....Joseph M. Finkle
Vice-President.....Archie M. Finkle
Treasurer.....Bruno Schnabel
Executive Secretary.....Anne E. Woled
Time Buyer.....Joseph M. Finkle
Radio Director.....Dorothy M. Taipe

Radio Accounts Placed—Old Monastery Wine Co., Eclipse Food Products, Corp., Gerber Jewelers, Jack & Harry's Auto Stores, Candy Mart Stores.

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MAXON, INC.

2761 E. Jefferson Ave., Detroit, Mich.
Phone Fitzroy 5710
ANPA — PPA — APA

Officers

Chairman of Board.....Lou R. Maxon
President .....T. K. Quinn
Vice-President .....Searle Hendee
Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel
Radio Department.....Ed Wilhelm, Louis Dean

Branch Offices

570 Lexington Ave., New York, N. Y.
Phone Eldorado 5-2930
Vice-President In Charge.....W. Ray Baker

955 Main St., Bridgeport, Conn.
Phone Bridgeport 6-2177
Vice-President In Charge.....W. Ray Baker

919 N. Michigan Ave., Chicago, Ill.
Phone Delaware 3536
Vice-President.....L. J. Sholty

Radio Accounts Placed—Gillette Safety Razor Co., General Electric Co., Ford Motor Co., Pfeiffer Brewing Co.

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McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 5-7000
AAAA — ANPA — PPA — ABP

Officers

President .....H. K. McCann
Vice-Presidents: Harrison Atwood, Raymond Atwood, E. C. Bennett, L. S. Briggs, Lloyd O. Coulter, L. E. Firth, E. D. Hill, Gordon E. Hyde, Myron C. Lechner, E. D. Madden, J. J. McCarthy, Hugh A. Mitchell, E. O. Perrin, C. A. Posey, Jack Taylor, R. W. St. Hill, R. E. Tuttle
Secretary-Treasurer and In-Charge of Radio, John L. Anderson
Director of Research.....L. D. H. Weld
Radio Time Buyer.....F. Willard Butler
Radio Directors.....Dorothy B. McCann, C. Halstead Cottington

Branch Offices

910 S. Michigan Ave., Chicago, Ill.
Phone Webster 3701
Vice-President and Manager, Homer Havermale
Vice-President.....H. G. Smith
Vice-President.....J. H. Jameson

Guardian Bldg., Cleveland, O.
Phone Cherry 3490
Vice President-Manager.....R. T. Hanks

Penobscot Bldg., Detroit, Mich.
Phone Randolph 9710
Vice-President and Manager.Donald C. Hight

448 S. Hill St., Los Angeles, Calif.
Phone Michigan 4049

Co-Managers.....August Bruhn, Burt Cochran
Hodgson Bldg., Minneapolis, Minn.
Vice-President.....Merrill Hutchinson
Manager.....Vernon Churchill
114 Sansome St., San Francisco, Calif.
Phone Douglas 5560
Vice-President and Manager.Henry Q. Hawes
Vice-Presidents.....M. S. Achenbach, R. H. Cochran, F. H. McCrea, C. E. Persons
Public Service Bldg., Portland, Ore.
Phone Atwater 4305
Pacific Northwest Manager..R. O. Calkins

Radio Accounts Placed—New York: American Industries Salvage Comm., Chesebrough Mfg. Co., Consolidated Edison Co., Axton-Fisher Tobacco Co., Humble Oil Co., Stromberg Carlson Telephone Mfg. Co., Gruen Watch Co., Manufacturers' Trust Co., National Biscuit Co., Pacific Coast Borax Co., Stanco, Roma Wine Co., Crowell-Collier Publishing Co.

San Francisco: California Packing Corp., California Walnut Growers, Dwight Edwards Co., W. P. Fuller & Co., General Brewing Corp., Associated Dental Supply Co., American Power & Light Subsidiaries, Pacific Gas & Electric Co., Los Angeles and Surburban Gas Companies, Roma Wine Co.

Chicago: Standard Oil Co. of Nebraska, Standard Oil Co of Indiana, Milk Foundation, Inc.

Denver: California Co., Great Western Sugar Co.

Cleveland: Perfection Stove Co., Richman Bros., Standard Oil Co. of Ohio, Tappan Stove Co.

Minneapolis: First National Bank, Glueck Brewing Co., Pillsbury Flour Mills, Twin City Federal Saving & Loan Assn.

Detroit: Altes Brewing Co.

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R. E. McCARTHY ADVERTISING AGENCY

Tampa Theater Bldg., Tampa, Fla.
Phone 2323
SNPA

Officers

President.....R. E. McCarthy
Secretary.....C. R. Toy
Treasurer.....Louis Benito

•

THE McCORD COMPANY

1100 Hodgson Bldg., Minneapolis, Minn.
Phone Bridgeport 1225
APA — ANPA — PPA

Officers

President & Treasurer.....R. D. McCord
Vice-President .....Louis Melamed
Secretary.....C. F. Baker
Director of Radio.....E. B. Grove
Production Manager.....T. L. B. Campbell
Radio Time Buyer.....Edith M. Knutsen

Radio Accounts Placed—W. H. Barber Co., Conrad Fur Co., Central Cooperative Livestock Assn., Furniture Exposition Mart, The Hilex Co., Chocolate Products Co., Goodman Bros., Jewelers, Minneapolis Gas Light Co., Minnesota Farm Bureau Federation, Griggs, Cooper & Co., Milk Foundation of Minneapolis, American Benefit Assn., Boutill's, Minnesota Farm Bureau Service, Anaconda Sales Co., Sanitary Food Mfg. Co.

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McJUNKIN ADVERTISING CO.

228 N. LaSalle St., Chicago, Ill.
Phone State 5060

Officers

President.....Gordon Best
Vice-Presidents.....Roy M. Kirtland, Leroy A. Kling, Willard E. Stevens, Dade B. Epstein, James W. Egan
Account Executives.....Joseph J. Klein, Donald B. Skinner
Manager, Radio Dept.....Sam Bartlett
Media Dept. Manager.....Edwin A. Trizil
Production Manager.....W. C Mottershead

Radio Accounts Placed—Joseph Schlitz Brewing Co., Carey Salt Co., Florsheim Shoe Co., Chef Boiardi Food Products Co., Brenner Bros., Carson, Pirie, Scott & Co., Jewel Food Stores, Andes Candies.

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McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia, Pa.
Phone Locust 4737
ANPA — PPA

Officers

President.....Roy J. McKee
Vice-President-Treasurer..David R. Albright
Vice President-Radio Director, James A. McFadden
Vice-President.....Earl B. Thomas
Vice-President-Merchandising, Howard H. Yaw
Secretary.....T. E. Libby
Producer.....Richard Mack
Time Buyer.....E. R. Walmsley

Branch Office

30 Rockefeller Plaza, New York, N. Y.
Phone COlumbus 5-2058

Equitable Bldg., Hollywood, Calif.
Phone Hollywood 8363
Radio Accounts Placed—Sealtest, Inc.

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A. McKIM, LTD.

Dominion Square Bldg., Montreal, Que., Can.
Phone Lancaster 5192

Officers

President-General Manager.....C. T. Pearce
Vice-President.....J. M. Baxter
Secretary-Treasurer.....J. B. Stephens
Directors.....W. T. Brace, J. J. Gallagher, D. E. Longmore, A. N. McIntosh, J. W. Thain, H. R. McDougal

Branch Offices
320 Bay St., Toronto, Ont., Canada
Phone Elgin 5351
Manager.....D. E. Longmore
Radio Director.....D L. Bassett
Electric Railway Bldg., Winnipeg, Man., Canada
Manager.....A. A. Brown
514 Province Bldg., Vancouver, B. C., Canada
Manager.....H. S. Watson
376 Strand, W. C. 2, London, England
Manager.....H. Suffell

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ARTHUR MEYERHOFF CO.

Wrigley Bldg., Chicago, Ill.
Phone Delaware 7860
ANPA — PPA — APA
Officers
President.....Arthur E. Meyerhoff
Director of Radio.....Nelson A. Shawn
Branch Office
759 N. Milwaukee St., Milwaukee, Wis.
Phone Marquette 3144
Manager.....George Grabin
Radio Account Placed—William Wrigley, Jr. Co.

•

C. L. MILLER COMPANY

521 Fifth Ave., New York, N. Y.
Phone MUrray Hill 2-1010
ANPA — PPA
Officers
President.....C. L. Miller
Sec'y & Ass't Treasurer.....George Carhart
Radio Director.....George Carhart
Branch Office
35 East Wacker Drive, Chicago, Ill.
Phone Central 1640
Manager.....I. M. Tuteur
Radio Accounts Placed — Corn Products Refining Co., Curtis Candy Co., Keeley Brewing Co., Cooter Brokerage Co., Gordon Baking Co.

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DAN B. MINER CO.

1151 So. Broadway
Los Angeles, Calif.
Phone Richmond 3101
AAAA — ANPA — ABP — NOAB
CAN — APA
Officers
President.....Dan B. Miner
Vice President.....John C. Morse
Secretary-Treasurer.....M. R. Sweeney
Vice-President In Charge of Radio, John Guedel
Assistant Time Buyer.....Anne Garvey
Branch Offices
(Affiliated with Continental Agency Network)
Radio Accounts Placed—Network: Weber's Bread, Forest Lawn Memorial Park, Bill Hay Reads the Bible (66 station cooperative show), National Spot: Roman Meal Bread, Western Auto, Los Angeles Newspaper Publishers Assn., IVC Wineries.

•

EMIL MOGUL CO., INC.

250 West 57th St., New York, N. Y.
Phone, COlumbus 5-2482
ABP — ANPA
Officers
Radio Director.....Emil Mogul
Copy Chief.....Alfred Berger
Radio Time Buyer.....Helen Munroe
Radio Accounts Placed—Network: Trimount Clipper Craft Clothes. National Spot: Barney's Clothes, San Gabriel Wine Co., National Shoe Stores.

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THE CHESTER C. MORELAND CO.

Times-Star Bldg., Cincinnati, Ohio
PPA — ABP — ANPA
Officers
President-Treasurer....Chester C. Moreland
Vice-Presidents.....Robert N. Gorman, Robert H. Ames
Vice President-Space Buyer, Bryce L. Schurman
Secretary.....Walter H. Strauss

•

RAYMOND R. MORGAN CO.

6332 Hollywood Blvd., Hollywood, Calif.
Phone Hempstead 4194
Officers
President.....Raymond R. Morgan
General Manager.....R. E. Messer
Director of Radio.....J. W. Nelson
Radio Accounts Placed—Folger Coffee Co., Planters Nut & Chocolate Co., White King Soap Co.

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MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York, N. Y.
Phone LExington 2-6727
Officers
President.....Carl J. Balliett
Vice-Presidents.....Shaw Newton, J. P. Sawyer
Secretary and Treasurer.....Laura K. Long
Radio Director.....Richard Nicholls
Branch Offices
205 Johnston Bldg., Charlotte, N. C.
Radio Accounts Placed—Network: Vick Chemical Co., Vitamin Plus, Inc. National Spot: Vick Chemical Co., Lance, Inc.

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MOSER & COTINS, INC.

10 Hopper St., Utica, N. Y.
Phone Utica 4-6141
ABP — ANPA — PPA — NOAB
Officers
President.....T. E. Moser
Vice President-Treasurer.....A. S. Cotins
Secretary.....Mrs. M. B. Blair
Radio Accounts Placed—West End Brewing

Co., Oswego Candy Works, Inc., Saratoga Springs Authority.

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MOSS ASSOCIATES

415 Lexington Ave., New York, N. Y.
Phone VAnderbilt 6-1828
ABP — PANY

Officers

President.....Joseph H. Moskowitz
Radio Director.....Hines Hachette

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NEEDHAM, LOUIS & BRORBY, INC.

135 S. La Salle St., Chicago, Ill.
Phone State 5151
AAAA — ANPA — PPA — ABP — APA
ABC — NOAB

Officers

President.....Maurice H. Needham
Secretary-Treasurer.....Otto R. Stadelman
Vice-Presidents.....John J. Louis, Melvin Brorby, Harry Phelps, W. Ray Fowler, Jr.
Radio Director.....John Gordon

Branch Offices

1680 North Vine St., Hollywood, Calif.
Phone Granite 7186
Manager.....Cecil Underwood

Radio Accounts Placed—Network: Kraft Cheese Co., S. C. Johnson & Son, Inc. National Spot: Swift & Co. (Sunbrite Cleaner).

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NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 7-4231

Officers

President.....Walter J. Neff
Vice-President.....William Rogow

Radio Accounts Placed—Bond Stores, Inc., Melville Shoe Corp., Sears Roebuck & Co., Joseph Martinson & Co.

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NEWELL-EMMETT COMPANY

40 East 34th St., New York, N. Y.
Phone AShland 4-4900
AAAA — ANPA — PPA — ABP — PRB — SAAA — SNPA

Officers

Directors.....Clarence D. Newell, William Reyder, John P. Cunningham, Frank Donshea, C. S. Walsh, R. L. Strobridge
Radio Director.....John Hines
Time Buyer.....Newman McEvoy

Radio Accounts Placed—Liggett & Myers Tobacco Co. (Chesterfields), Loose-Wiles Biscuit Co., Pepsi-Cola Co., Beech-Nut Packing Co., Economics Laboratories, Kirkman's Soap, Sherwin Williams.

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O'DEA, SHELDON & CANADAY, INC.

400 Madison Ave., New York City
Phone PLaza 3-1670
AAAA

Officers

President .....Mark O'Dea
Executive Vice-President..George H. Sheldon
Vice-President.....L. C. McElroy
Vice-President.....C. E. Nelson
Space Buyer.....Catherine Wohlpart
Treasurer & General Manager....J. F. Quick

•

OLIAN ADVERTISING CO.

1409 Ambassador Bldg., St. Louis, Mo.
Phone CEntral 8380
ABP — ANPA

Officers

Owner.....Irwin A. Olian
Radio Director.....David A. Ward
Time Buyer.....Virginia Loeb
Radio Continuity.....James L. Spencer

Radio Accounts Placed—National Waste Paper Conservation Campaign.

•

MERRITT OWENS ADVERTISING AGENCY

412 Commercial National Bank Bldg.
Kansas City, Kans.
Phone Dr. 7250

Radio Accounts Placed—Fairfax Aviation Schools, Inc., Weevil-Fume Corp., Bita-Life Company.

•

PARIS & PEART

370 Lexington Ave., New York, N. Y.
Phone Caledonia 5-9840
ANPA — ABP — PPA

Co-Partners .....A. G. Peart, John H. Rehm
Radio Time Buyer.....A. C. De Pierro

Radio Account Placed—National Spot: The Great Atlantic & Pacific Tea Co. (Coffee Division), The Atlantic Commission Co., Spratts Dog Food.

•

PECK ADVERTISING AGENCY, INC.

400 Madison Ave., New York, N. Y.
Phone PLaza 3-0900

Officers

President.....Harry Peck
Secretary-Treasurer.....Harry Krawit
Vice-President.....Walter Schwartz
Director of Radio.....Arthur Sinsheimer
Radio Continuity Writers...James Lawrence, Muriel Post, Ray White

•

PEDLAR & RYAN, INC.

250 Park Ave., New York, N. Y.
Phone PLaza 5-1500
AAAA — ANPA — PPA — ABP

Officers

President.....Thomas L. L. Ryan
Secretary and Treas.....Arthur Cobb, Jr.
Vice-Presidents.....Lawrence L. Shenfield, Francis J. Doherty, E. C. Bradley, D. K. Clifford, J. P. Hardie, A. E. McElfresh
Radio Dept. Maager.....E. G. Sisson, Jr.
Radio Copy Chief.....John A. Carter
Asst. Radio Copy Chief.....Cyril J. Mullen
Script Editor.....John Taylor
West Coast Program Manager
William L. Lawrence

Time Buyer.....Howard Gardner
Radio Talent.....E. G. Sisson, Jr., Chester MacCracken
Radio Writing Staff.....Cyril J. Mullen Jack Finney, Margaret Walsh, Beth Judson

Radio Accounts Placed—Network: Bristol-Myers Co. (Vitalis, Mum), Procter & Gamble Co. (Camay, Chipso, Dash), Lady Esther Co.

•

PITLUK ADVERTISING CO.

Alamo Nat'l Bank Bldg., San Antonio, Texas
Phone Garfield 7268
ABP — ANPA — PRA — SAAA — SNRA — NOAB

Officers

Owner.....Jack N. Pitluk
General Manager.....Norman D. Schwerke
Vice-President.....C. R. Cusick
Art Director.....Gus J. Wild
Secretary.....Lee Woord
RadioDept. Managers.....Fred G. Allen, Lee Wood

•

PLATT-FORBES, INC.

386 Fourth Ave., New York City
Phone CAledonia 5-4440

Officers

President.....W. A. Forbes
Vice-President-Treasurer...Rutherford Platt
Vice-President.....T. F. Cosgrove
Vice-President .....John Monsarrat
Secretary.....W. S. Walker
Space Buyer & Prod. Manager..T. O'Donnell
Account Executives...W. W. Constantine, Jr., G. Frank Sweet

Branch Office

75 Pearl St., Hartford, Conn.
Phone Hartford 7-9017

Radio Accounts Placed—Peter Paul, Inc., Oxo, Ltd.

•

R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Road, Kansas City, Mo.
Phone Victor 4433
APA — NOAB — ANPA — PPA

Officers

President.....R. J. Potts
Vice-Presidents.....J. B. Woodbury, F. F. B. Houston, C. C. Tucker
Secretary-Treasurer .....Jerry McKee
Radio Dept. Manager.....Morris H. Straight
Account Executives.....Ralph Page E. A. Warner, W. B. Hill, C. L. Robinson, John M. Farrell

•

THE POTTS TURNBULL COMPANY

10th Floor, Carbide & Carbon Bldg.
Kansas City, Mo.
Phone Victor 9400
ANPA — PPA — APA — NOAB — ABP

Officers

President .....W. J. Krebs
V-P.-Production Mgr.....D. E. Dexter
Secretary .....G. F. Magill
Treasurer .....E. T. Chester
Time Buyer.....B. G. Wasser

•

THE L. W. RAMSEY CO.

Union Bank Bldg., Davenport, Iowa
Phone 3-1889
ANPA — PPA — APA — ABP — NOAB

President & Treasurer.....L. W. Ramsey
Secretary.....E. G. Naeckel
Vice-President.....A. C. Naeckel
Production Manager.....A. M. Walgren

Branch Office

230 N. Michigan Ave., Chicago, Ill.
Phone Franklin 8155

Vice-President.....F. L. Eason
Vice-Presidents.....N. B. Langworthy, L. H. Copeland
Production Manager.....Vito M. Volino

Radio Accounts Placed—F. W. Fitch Co.

•

THE RANDALL CO.

75 Pearl St., Hartford, Conn.
Phone 7-2828

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CHAS. DALLAS REACH CO.

58 Park Place, Newark, N. J.
Phone Market 3-5100
AAAA — ANPA — PPA — ABP — APA

Officers

President-Director of Radio, Chas. Dallas Reach
Vice-President.....Howard E. Sands
Secretary.....F. R. Risley

Branch Office

6 East 45th St., New York, N. Y.
Phone VAnderbilt 6-5924

Manager.....J. S. Little

Radio Accounts Placed—Cut-Rite Waxed Paper, R. B. Davis Sales Co., Koppers Co.-Minnesota Division, Admiracion Laboratories, L. E. Waterman Co., Dugan Bros. of New Jersey, Inc.

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REDFIELD-JOHNSTONE, INC.

420 Madison Ave., New York, N. Y.
Phone PLaza 3-6121
ANPA — PPA — ABP

Officers

Chairman of the Board.....L. L. Redfield
President .....E. F. Johnstone
Vice-President.....J. J. McNevin
Treasurer-Space Buyer.....A. Hollander
Radio Director.....N. S. Livingston
Radio Publicity Writer.....B. Mabry

Branch Office
1421 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 8375
Vice-President In Charge.....J. J. McNevin
Radio Accounts Placed—Network: Howard Clothes, Inc. National Spot: Stera-Kleen, Flem-O-Lyn, Poslam, Allenru, Merritt Powder.

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EMIL REINHARDT ADVERTISING AGENCY

1736 Franklin St., Oakland, Calif.
Phone Templebar 2408
ABP — ANPA — APA
Officers
Owner.....Emil Reinhardt
Space Buyer.....Mildred McMahon
Writers.....David Lane, Joseph Connor
Radio Accounts Placed—Kilpatrick Bakery Co., Mary Ellen's, Inc., J. L. Tuttle, Inc., Wood Briquettes, Inc., Music for Fun, Inc., Standard Beverages, Roland Reed.

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REISS ADVERTISING

30 Rockefeller Plaza, New York, N. Y.
Phone COlumbus 5-7733
ANPA — ABP — PPA — APA
Officers
President.....Joseph Reiss
Vice-President.....Harold Reiss
Secretary-Treasurer.....B. M. Reiss

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RESNIK-MILLER AGENCY

152 Temple St., New Haven, Conn.
Phone 7-0241
Officers
President.....James W. Miller
Secretary-Treasurer.....Harry D. Resnick
Radio Dept. Manager.....H. M. Norman
Branch Offices
904 Main Street, Hartford, Conn.
Phone 5-1576
Manager .....Alfred Horn
77 Summer Hill Ave., Worcester, Mass.
Phone 6-0223
Manager .....Isabelle Whitaker
232 Taber Ave., Providence, R. I.
Phone PLantations 6784
Manager .....Bettina Jones

•

C. E. RICKERD, INC.

5462 Second Blvd., Detroit, Michigan
Phone Temple 1-3636
Officers
President-Treasurer-Time Buyer, C. E. Rickerd
Secretary.....Fred B. Collier
Production.....Royal Cressy

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ROCHE, WILLIAMS & CUNNYNGHAM, INC.

310 S. Michigan Ave., Chicago, Ill.
Phone Harrison 8490
ANPA — APA — PPA
Officers
President.....J. P. Roche
Treasurer.....D. J. Kelly
Secretary.....M. F. Williamson
Vice-Presidents.....J. M. Cleary, S. Weston, Guy C. Pierce, Lloyd Maxwell, R. A. Porter
Director of Radio.....N. J. Cavanagh
Branch Offices
225 S. 15th St., Philadelphia, Pa.
Phone PEnnypacker 2766
In Charge.....Guy C. Pierce
400 Madison Ave., New York, N. Y.
Phone PLaza 3-7444
In Charge.....R. A. Porter
Radio Accounts Placed—Network: Lewis-Howe Co., Schutter Candy Co., Sun Oil Co. National Spot: Chicago, Milwaukee, St. Paul & Pacific RR., Domestic Finance Co., Dr. Peter Fahrney & Sons Co., Holland Furnace Co., Kenton Pharmacal Co., Inc., National Toilet Co., John Puhl Products Co., Portland Cement Assn., Sempray Jovenay Co., The Studebaker Corp.

•

ARTHUR ROSENBERG CO., INC.

570 Seventh Ave., New York, N. Y.
Phone CHickering 4-4420
ANPA — PPA — APA
Officers
President .....Arthur Rosenberg
Vice-President .....Samuel Rubenstein
Secretary .....A. A. Rosenberg
Treasurer .....Charles S. Silver
Production Manager .....H. B. Fleischman
Research Director....Walter Alwyn-Schmidt
Copy & Plans.....Harrison J. Cowan, H. B. Sadler, S. M. Kootz

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CHARLES L. RUMRILL & CO.

364 East Ave., Rochester, N. Y.
Phone Stone 592
ABP
Officers
Partners.....Charles L. Rumrill, J. E. Porter, Earl A. Rogers
Time Buyer.....G. Grantly Wallington
Radio Accounts Placed—Radio Station WHAM.

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RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York, N. Y.
Phone MUrray Hill 6-6400
AAAA — ANPA — PPA — ABP
Officers
President.....F. B. Ryan
Senior Vice-President.....Cal J. McCarthy
Executive Vice-President...Everett J. Grady
V-P & Secretary.....Ralph Van Buren
Director of Media.....Daniel M. Gord
V-P & Director of Radio..Donald D. Stauffer
V-P & Associate Director...S. Heagan Bayles
Business Manager.....Charles T. Ayres
Production Directors.....John Bates, Bob Byron, Lee Cooley, Marguerite Dougherty, Knowles Entrikin, Thomas

H. Hutchinson, Addison Smith
Commercial Writers.....Regina Morgan, Robert Mann, Florence Miles, Vivian Washburn, Dorothy Haller, Meil O'Brien, Maxine Smith, Cecil Billings, Frances Kennedy, Philip Thompson
Time Buyer.....T. C. Fisher
Radio Publicity Director....Grant Y. Flynn

Branch Offices
360 N. Michigan Ave., Chicago, Ill.
Phone Randolph 2625
Executive Vice-President.....Paul Watson
Vice-President-Director of Radio, Ros Metzger
Assistant Radio Director.....Arthur Trask
Executive-In-Charge of Production, Warren Johnson
Executive-In-Charge of Scripts, Catherine Haynie
Writers.....Irene Small, M. Crutcher, Van R. Carlson
Time Buyer.....Albert Callies
7430 Second Boulevard, Detroit, Mich.
Phone Madison 1980
Vice-President In Charge...Mathew J. Casey
812 Olive St., St. Louis, Mo.
Phone Main 0128
Manager.....Oscar A. Zahner
1680 N. Vine St., Hollywood, Calif.
Phone Hillside 7593
Radio Director.....Nate Tufts
Production Directors.....Murray Bolen, Don Clark, Dick Gibson, Sam Pierce
712 Main St., Houston, Texas
Phone, Charter 4-1741
Manager.....W. Van A. Combs
235 Montgomery St., San Francisco, Calif.
Phone Douglas 5822
Manager.....R. W. Watson
1216 Third Ave., Seattle, Wash.
Phone Main 6727
Manager.....F. S. Mullins
80 Richmond St., Toronto, Ont.
Canada
Phone, Adelaide 4096
Manager.....Douglas Philpott
Radio Production.....Alan Savage

Radio Accounts Placed—American Tobacco Co., Canadian Ironized Yeast Co., Chrysler Corp., Delaware, Lackawanna & Western Coal Co., Dodge Motor Corp., H. Fendrich, Inc., Ironized Yeast Co., Lever Bros. Co., Lever Bros., Ltd., Noxema Chemical Co., Oshkosh B'Gosh, Inc., Quaker Oats Co., Sterling Brewery, Inc., Emerson Drug Co., Jacob Ruppert Brewery, Binyon Optical Co., Garrett & Co., Gilmore Oil Co., Golden State Co. Ltd., Griesedieck Bros. Brewery Co., Johnson, Stephens & Shinkle Shoe Co., Krim-Ko Company, Lambert Pharmacal Co., Langendorf United Bakeries, Inc., Southwestern Drug Co.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York, N. Y.
Phone, PLaza 3-6920
ABP — ANPA — PPA

Officers
President.....Maubert St. Georges
Vice President.....Stanley J. Keyes, Jr.
Radio Director.....Victor van der Linde

•

SCHOLTS ADVERTISING SERVICE

1201 West 4th St., Los Angeles, Calif.
Phone Michigan 2396

Officers
Owner.....William G. Scholts
Radio Director.....Fred Montgomery

•

SCHWIMMER & SCOTT

75 E. Wacker Drive, Chicago, Ill.
Phone Dearborn 1815
AAAA — ABP — ANPA — PPA

Officers
Partners.....Walter Schwimmer, R. J. Scott
Director of Radio.....N. E. Heyne
Time Buyer.....John Davies

Radio Accounts Placed—Peter Fox Brew Co., Hirsch Clothing Co., National Tea Co., Salerno-Megowen Biscuit Co., Mission Bell Wines, Studebaker Sales Co. of Chicago, Rudolph Wurlitzer Co., Thomas J. Webb Coffee Co., Walgreen Drug Co., Congress Cigar Co., Coronet Magazine.

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RUSSEL M. SEEDS COMPANY, INC.

Palmolive Bldg., Chicago, Ill.
Phone, Delaware 1045
ANPA — ABP — SNPA — PPA

Officers
President.....Freeman Keyes
Chairman of Board.....Freeman Keyes
Treasurer.....Jack Harding
Secretary.....H. J. Smith
Vice-Presidents.....Paul Richey, John Kettlewell, George Bayard, A. D. Keyes, Tom Wallace, Harry Maus, John Guedel
Radio Director.....Tom Wallace
Assistant Radio Director..Watson Humphrey
Time Buyer.....June Rollinson

Branch Offices
Lemcke Bldg., Indianapolis, Ind.
Phone Market 1395
Vice-President.....Paul Richey
Treasurer.....Jack Harding
Taft Bldg., Hollywood, Calif.
Phone, Hillside 7256
Manager.....John Guedel

Radio Accounts Placed—W. A. Sheaffer Pen Co., Pinex Co., General Mills, Inc., Key-

stone Steel & Wire Co., Brown & Williamson Tobacco Corp., The Mennen Co., Grove Laboratories, Inc.

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THEODORE H. SEGALL ADVERTISING AGENCY

544 Market St., San Francisco, Calif.
Phone SUtter 6557
NCBA

Officers

General Manager..... .....T. H. Segall

•

SHERMAN & MARQUETTE, INC.

Room 3400 Palmolive Bldg., Chicago, Ill.
Phone Delaware 8000
ABP — ANPA — PPA — PRB — SAAA
SNPA — APA — NOAB

Officers

President .....Stuart Sherman
Vice-President and Treasurer.
Arthur Marquette
Vice-President.....J. Allen Barnett
Radio Director.....Herbert Polesie
Time Buyer.....C. E. Bonnesen
Radio Department Business Manager,
Kelso M. Taeger

Radio Account Placed—Colgate-Palmolive-Peet Co. (for Colgate Shave Cream, Colgate Tooth Powder, Halo Shampoo, Cashmere Bouquet Soap and Beauty Preparations, Super Suds, Quaker Oats Co. (for Quaker Farina and Ful-O-Pep Feeds, Quaker Puffed Wheat Sparkies, Quaker Puffed Rice Sparkies), Dr. W. B. Caldwell, Inc. (Dr. Caldwell's Laxative), Syrup of Figs, Sante, Pape's Cold Compound, Fitger Brewing Co., Blackstone Aspirin, Tastv Lax.

•

SMITH & DRUM, INC.

650 Grand Ave., Los Angeles, Calif.
Phone Trinity 3454
ABP — ANPA — PPA — PRB — SNAP

Officers

President.....A. Carman Smith
Vice-President.....Harry C. Drum

Branch Offices

417 Montgomery St., San Francisco, Calif.
Manager.....W. W. Drum
710 Second Ave., Seattle, Wash.
Manager.....Arthur Poolton

Radio Accounts Placed—Network: General Petroleum Corp.

•

SORENSEN & CO.

919 No. Michigan Ave., Chicago, Ill.
Phone, Delaware 5030
ABP — ANPA — PPA — SNPA

Officers

President.....Roy A. Sorensen
Radio Director.....Muriel Wageman

Radio Accounts Placed—Bowey's, Inc., Sunway Vitamin Co., F. H. Pfunder, Inc.

C. JERRY SPAULDING, INC.

201 Commercial St., Worcester, Mass.
Phone: 3-4789, 3-4780

Officers

President-Treasurer.....C. Jerry Spaulding
Asst. Treasurer.....M. Murray
Secretary .....H. H. Hartwell

•

RAYMOND SPECTOR COMPANY, INC.

32 East 57th St., New York, N. Y.
Phone ELdorado 5-1270
ANPA — PPA — ABP — NOAB

Officers

President.....Raymond Spector
Treasurer .....F. Bowen
Vice-President-Copy Chief.Leonard Leonard
Time Buyer.....Hal Winter
Radio Research.....Bernard Cerlin

Radio Accounts Placed—Network: Serutan Co. National Spot: Serutan Co., Rum & Maple Tobacco Corp., Journal of Living, King David Memorial Park, Purity Products Co., Beverly Hills Memorial Park, The Lone Ranger, Inc., Macfadden Publications (True Story Magazine), National Nutrition Society, Noxon, Inc., Three Squires Tobacco, True Story, Book League of America.

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STERNFIELD-GODLEY, INC.

280 Broadway, New York, N. Y.
Phone BArclay 7-3030
ABP — ANPA — PPA

Officers

President-In-Charge of Radio
Samuel I. Godfrey
Vice-President.....Earl R. Cotter
Secretary.....Frances C. Costello
Treasurer.....Samuel S. Sternfield
Account Executive.....Philip Scheft

•

STODEL ADVERTISING CO.

411 W. Seventh St., Los Angeles, Calif.
Phone, TRinity 8577

Officers

President.....Edward C. Stodel
Time Buyer.....Selma Schonfeld

Radio Accounts Placed—Warner Bros. Pictures, Brooks Clothing Co., Eastern-Columbia Department Stores, Beneficial Casualty Insurance Co.

•

STRAUCHEN & McKIM ADVERTISING

810 Chamber of Commerce Bldg.,
Cincinnati, Ohio
Phone, MAin 2245

Officers

Partners.....Edmund R. Strauchen,
Gordon F. McKim, Jr.
Radio Director.....Louis Schaefer
Art Director.....Russell N. Withenbury

Radio Accounts Placed—George Wiedemann Brewing Co., Inc.

STREET & FINNEY, INC.

330 West 42nd St., New York, N. Y.
Phone: BRyant 9-2400
ANPA—PPA—ABC—NOAB—APA

Officers

President-Treasurer.....F. N. Finney
General Manager.....Robert Finney
Assistant General Manager....Frank Finney
Secretary .....Foxhall Finney
Account Executives.....W. E. Faxon, J. T. Kelly, Jr.
Director of Radio.....Howard Miller

Radio Accounts Placed—National Spot: Foster-Milburn Co. (Doan's Pills), Raladam Co. (Marmola), G. T. Fulford Co. (Baby's Own Tablets, Children's Own Tablets, Dr. William's Pink Pills).

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BARTON A. STEBBINS ADVERTISING AGENCY

811 West Seventh St., Los Angeles
Phone Trinity 8821
AAAA — ANPA — PPA — ABP — NOAB

Officers

Owner.....B. A. Stebbins
Creative Dept. Head.....Leigh Crosby
Director of Radio.....Leigh Crosby
Time Buyer.....Arthur W. Gudelman

Radio Accounts Placed—Signal Oil Co.

•

SWAFFORD & KOEHL, INC.

341 Madison Ave., New York, N. Y.
Phone, MUrray Hill 6-8860
ABP — ANPA — PPA

Officers

President.....Albert E. Koehl
Vice Presidents.....John R. Landan, A. A. Landis

•

SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland, Ohio
Phone Main 7142
ANPA — PPA — APA — ABP — NOAB

Officers

President.....John F. Sweeney
Vice-President.....Frank G. James
Radio Time Buyer.....W. B. Watterson

Radio Account Placed—Network: Firestone Tire & Rubber Co.

•

J. WALTER THOMPSON CO.

420 Lexington Ave., New York, N. Y.
Phone Mohawk 4-7700
AAAA — ANPA — ABP — PPA

Officers

President .....Stanley Resor
Secretary .....Howard Kohl
Treasurer.....Gilbert Kinney
Assistant Secretary-Treasurer.Edward Wilson
Assistant Treasurer-Secretary Luther O. Lemon
Senior Vice-Presidents.....Gilbert Kinney, Henry T. Stanton, James W. Young
Vice-Presidents.....Lloyd W. Baillie, Henry C. Flower, Jr., Howard Henderson, Henry M. Stevens, S. Hunter Richey, William Resor, Walter R. Hine, Thayer Jaccaci, William G. Palmer, Samuel W. Meek, Philip Richardson, Elwood Whitney, Robert T. Colwell, O'Neill Ryan, Jr., Anson Lowitz, Lew A. Greene.
Director of Media and Research Arno H. Johnson
Vice-President in Charge of Radio, John U. Reber
Radio Time Buyer.....Linnea Nelson
Radio Talent Buyer.....Abbott K. Spencer

Branch Offices

1549 North Vine St., Hollywood, Calif.
Phone Hillside 7241
Vice-President.....Daniel J. Danker, Jr.
Radio Talent Buyer.....Norman Blackburn

410 N. Michigan Ave., Chicago, Ill.
Phone Superior 0303
Vice-President and General Manager, Henry T. Stanton
Vice-Presidents: Merton V. Wieland, Willard F. Lochridge, James D. Woolf, Chester A. Foust
Radio Director.....B. W. Gunn
Radio Time Buyer.....Margaret Wylie

100 Bush St., San Francisco, Calif.
Phone Garfield 3510
Radio Time Buyer.....Lowell Mainland

612 South Hope St., Los Angeles, Calif.
Phone Trinity 2591
General Manager.....Norton W. Mogge

821 Second Ave., Seattle, Wash.
Phone Seneca 0655
General Manager.....Frank P. Denney

Radio Accounts Placed— P. Ballantine & Sons, Block Drug Company (Gold Medal Capsules and Dentu-Grip), Bowman Dairy Co., Brewing Industry Foundation, Carter Products, Inc. (Superin), H. C. Cole Milling Co., Elgin National Watch Co., General Cigar Co., Johns-Manville Corp., Kellogg Co., Kraft Cheese Co., Lamont P. Corliss & Co., P. Lorillard Co. (Old Gold Cigarettes), Lever Bros. Co. (Lux Flakes & Lux Toilet Soap), Libby, McNeil & Libby, Mentholatum Co., Northam Warren Corp., Northern Trust Co., Penick & Ford, Ltd., Planters Nut & Chocolate Co. (Planters Peanuts), Safeway Stores, Inc., Scott Paper Co., Shell Oil Co., Standard Brands, Inc. (Chase & Sanborn Coffee and Tender Leaf Tea), Swift & Co., U. S. Playing Card Co., Ward Baking Co., Washington State Apple Commission, Weco Products Co., J. B. Williams Co., Wine Advisory Board, William Wrigley, Jr. Co.

TOMASCHKE-ELLIOTT, INC.

1624 Franklin St.. Oakland. Calif.
Phone Glencourt 4941
NOAB — APA

Officers

President.....F. L. Tomaschke
Vice President.....Bruce W. Elliott
Secretary.....William M. Maxfield

Radio Accounts Placed—Cardinet Candy Co., Par Soap Co., Downtown Merchants Association, Key System, East Bay Transit Co., Frozen Food Distributors, Inc.

•

TRACY, KENT & CO., INC.

515 Madison Ave., New York, N. Y.
Phone ELdorado 5-4404
ANPA — PPA — NOAB

Officers

Chairman of Board.....W. I. Tracy
President.....Frank S. Kent
Treasurer.....George M. Pease
Vice-President.....Hugh Donnell
Account Executives.....F. W. Hobbs, J. F. Donovan
Copy Chief.....K. H. Thompson

Radio Accounts Placed—Wilbert Products Co., Rapinwax Paper Co., Mission Garden Co., John Opitz, Inc., Senn Products Corp., Terry Candy Co.

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TRACY-LOCKE-DAWSON, INC.

1307 Pacific St., Dallas, Texas
Phone 7-8655
22 E. 40th St., New York, N. Y.
Phone AShland 4-1690
AAAA — ANPA — PPA — ABP—
PRB — SAAA — SNPA — ABC — NOAB

New York
Office Personnel

President.....J. M. Dawson
Vice-President.....Manfred Darmstadter
Vice-President.....Joe Scheideler
Treasurer.....G. A. Mitten
Secretary.....H. E. Hendrick
Radio Director.....Bill Rose
Radio Time Buyer.....H. E. Hendrick

Dallas
Office Personnel

Executive Vice-President.Raymond P. Locke
Asst. Sec'y-Treasurer.....Monty Mann
Radio Department.....Raymond P. Locke, Jerry Moffett, Erle Racey, Jack Taylor, Glenn G. Addington, J. J. Jeffries
Radio Time Buyer.....Monty Mann

Radio Accounts Placed—New York: Continental Oil Co., Newsweek, Inc.

Dallas: Imperial Sugar Co., Postex Cotton Mills, The Borden Co. (Southern Division), Mrs. Baird's Bakery, Mrs. Baird's Bread Co., William Cameron & Co., International Milling Co., Great Western Garment Co., Neuhoff Packing Co., National Wool Growers Ass'n., Dallas Grand Opera Ass'n., Dallas Rupe & Son, Reserve Loan Life Insurance Co., Dr. Pepper Co.

VANGUARD ADVERTISING

21 W. 45th St., New York, N. Y.
Phone, LOngacre 3-5363
ABP

Officers

Owner.....J. M. Russakoff
Account Executives.....G. A. Wilson, W. E. Tracy, J. Wootton
Production Manager.....J. Brookman

•

VANT SANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore, Md.
Phone, Plaza 5280
AAAA — ABP — ANPA — PPA

Officers

President.....Wilbur Van Sant
Executive Vice-President & Treasurer, H. K. Dugdale
Vice-President-Copy Director...J. P. Daiger
Vice-President.....R. E. Daiger
Secretary.....R. L. Malambre
Asst. Treasurer-Accountant....N. B. Iardella
Production Manager.....C. D. Carr
Space Buyer.....G. M. Talbot

Radio Accounts Placed—Network: Sherwood Bros., Richfield Oil Co. National Spot: Sherwood Bros., Manhattan Co., Crosse & Blackwell Co., The Equitable Trust Co., William Schluderberg-T. J. Kurdle Co., Baltimore Transit Co., Public Bank of Maryland.

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WADE ADVERTISING AGENCY

208 W. Washington St., Chicago, Ill.
Phone State 7369

Officers

Managing Director.....W. A. Wade
Radio Time Buyer.....L. J. Nelson
Radio Producers.....Edward Simmons, P. C. Lund, Jeff Wade, Riley Jackson
Radio Continuity Writers.....R. E. Dwyer, L. W. Davidson, Margot O'Flaherty

Radio Account Placed—Miles Laboratories, Inc., Murphy Products Co., Morris B. Sachs, Illinois Bottled Gas Co., Wear Proof Mat Co., Hoover Liniment Co., General Bandages, Inc., Chicago Sun, Haskelite Mfg. Corp., Carson, Pirie, Scott & Co., Wait-Cahill Co.

•

WALKER & DOWNING

Oliver Bldg., Pittsburgh, Pa.
Phone Grant 1900
ANPA — ABP — PPA

Officers

President .....William S. Walker
Secretary-Treasurer.....B. I. Davis
Radio Director.....R. C. Woodruff

Radio Accounts Placed—American Fruit Growers, Inc., Clark Bros. Chewing Gum Co., Colonial Biscuit Co., Duquesne Brewing Co.,

Pittsburgh Coal Co., Allegheny County Milk Exchange, Allegheny-Ludlum Steel Corp., Clearfield Taxidery Co., Joseph Horne Company, Mail Pouch Tobacco Co., Meadow Gold Dairies, Inc., Sterling Oil Division of Quaker State Refining Co.

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WARWICK & LEGLER, INC.

230 Park Ave., New York, N. Y.
Phone MUrray Hill 6-8585
AAAA — ANPA — PPA — ABP — ABC
APA—NOAB

Officers

President.....H. Paul Warwick
Vice-Presidents: Henry Legler, S. O. Youngheart, J. R. Warwick, Lester M. Malitz, Arthur Deerson.
Secretary-Treasurer.....Robert H. Hughes

Radio Accounts Placed—The Wm. R. Warner Co., Larus & Bro. Company, The Sherwin-Williams Company.

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NORMAN D. WATERS & ASSOCIATES, INC.

1140 Broadway, New York, N. Y.
Phone, CAledonia 5-7430
ABP — PPA — NOAB

Officers

President.....Norman D. Waters
Vice-President.....Charles M. Whitebrook
Treasurer.....E. L. Waters
General Manager.....Louis Landesman
Art Director.....Milton L. Klein
Time Buyer.....Louis Landesman

•

WEARSTLER ADVERTISING, INC.

20 West Front St., Youngstown, Ohio
Phone: 3-4311
PPA—ABP—APA

Officers

President-Treasurer....Albert M. Wearstler
Secretary.....Linnea J. Soderberg

•

LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., St. Paul, Minn.
Phone Cedar 3777
APA

Officers

President .....Luther Weaver
Associate .....Donald Gardner
Director of Radio.....Elizabeth Watkins

Radio Accounts Placed—Minnesota Federal Savings & Loan Association, F. C. Hayer Co., Marshall Co., Seaboard Finance Corp., Minnesota State Optometric Assn., Rice & Burnham.

MILTON WEINBERG ADVERTISING CO.

325 W. Eighth St., Los Angeles, Calif.
Phone Tucker 4111
ANPA — PPA — ABP

Officers

Director of Radio.....Bernard Weinberg
Space Buyer.....E. Cousino

Radio Accounts Placed—Gaffers & Sattler, Hollywood Pantages Theater, Hollywood Turf Club, May Co., Pep Boys of California, Sontag Cut Rate Drug Stores, Foreman & Clark, Grayson's, K's Beverages, Lyman's Restaurants, Kelley Kar Co., Zukor's, 42 Products, Inc., National Schools, Hollywood Film Studios.

•

WILLIAM H. WEINTRAUB & CO., INC.

30 Rockefeller Plaza, New York, N. Y.
Phone, CIrcle 7-4282
ANPA — PPA

Officers

President.....William H. Weintraub
Executive Vice President & Secretary
Elkin S. Kaufman
Vice President.....Paul Rand
Treasurer.....William Gallow
Radio Director.....Arthur J. Daly
Talent & Research.....Vera A. Lea
Time Buyer.....William Gallow
Research & Copy.....William Bernbach

Radio Accounts Placed—Cresta Blanca Wine Co.

•

WELLMAN ADVERTISING AGENCY

1631 Chestnut St., Philadelphia, Penna.
Phone Rittenhouse 6576

Officers

Owner-Radio Director.....F. A. Wellman
Space Buyer.....Frank T. Kessler
Copy.....Joseph V. Breen
Dramatics.....Judith Powell

Radio Accounts Placed—Crawford Furs, M. London, Kahn & Rosenau, Moss Bros. Nut Co., Wilen Bros., Select Fashions, Dr. David V. Bush, Waldman Coal & Fuel Co.

•

WESTON-BARNETT INC.

Arts & Crafts Bldg., Waterloo, Iowa
Phone, 766
ABP — ANPA — PPA

Officers

President.....Wells H. Barnett
Vice-President.....A. C. Barnett
Secretary .....Phillips Taylor

Branch Office

520 N. Michigan Ave., Chicago, Ill.
Phone, Whitehall 7725

Executive-In-Charge.....A. C. Barnett

Radio Accounts Placed—Iowa Soap Co., American Bird Products, Inc., Walker Remedy Co., Vinton Hybrid Corn Co.

WARD WHEELOCK CO.

Lincoln-Liberty Bldg., Philadelphia, Pa.
Phone Rittenhouse 7500
ANPA—PPA—APA

Officers

President.....Arthur A. Bailey
Vice-President.....R. K. Strassman
Secretary-Treasurer.....H. E. Fauser

Branch Offices

444 Madison Ave., New York, N. Y.
Phone, PLaza 3-7120
Vice-President.....R. K. Strassman
311 Equitable Bldg., Hollywood, Calif.
Phone, Hillside 0191

Radio Account Placed—Campbell Soup Co.

•

WOOD, BROWN & WOOD, INC.

209 Washington St., Boston, Mass.
Phone: Capitol 1850
ANPA—PPA—ABP

Officers

President .....Allen H. Wood
Vice-President-Radio Director,
Allen H. Wood, Jr.
Vice-President.....Arthur F. Sisson
Treasurer.....Jonathan Brown, 3rd

•

WORTMAN, BARTON & GOOLD, INC.

345 Madison Ave., New York, N. Y.
Phone MUrray Hill 4-2757
ABP—ANPA—PPA

Officers

President.....E. B. M. Wortman
Vice-Presidents.....R. S. Conahay,
James Gorton
Secretary.....Gilbert Goold
Treasurer.....D. Wortman
Radio Time Buyer.....Hortense Essler

•

YOUNG & RUBICAM, INC.

285 Madison Ave., New York, N. Y.
Phone Ashland 4-8400
ANPA — PPA — APA — AAAA —
NOAB — ABC — ABP

Officers

Chairman of Executive Committee,
Raymond Rubicam
Chairman of Board.....Chester LaRoche
President.....Sigurd S. Larmon
Vice-President-Chairman Plans
Board.....Charles L. Whittier
Vice-President-Director of Media &
Gen. Production....A. V. B. Geoghegan
Exec. Vice-Presidents.....Arthur Andrews,
Donald Payne, Edward Barnes, John E.
Grimm, Jr., Louis N. Brockway, Gordon
Cates
V-P & Manager of Contact....John F. Reeder
V-P & Merchandising Director..Samuel Cherr
V-P & Copy Director.....H. S. Ward
V-P & Director of Research ...George Gallup
V-P & Art Director.....Walter K. Nield
Vice-Presidents.....John E. Grimm, Jr.,
Louis N. Brockway, Curtis G. Pratt,
Bryan Houston .....
Secretary-Treasurer.....J. H. Geise
V-P & Director of Radio,
Thomas F. Harrington
Manager, Radio Time Buying Bureau
Carlos Franco
Manager of Talent
Bureau.....Hubbell Robinson, Jr.
Manager, Commercial Couy
Bureau .....Joseph A. Moran
Radio Business Manager
Frederic W. Wile, Jr.
Manager, Radio Publicity
Bureau.....Wm. J. Thomas, Jr.
Special Announcer.....Harry von Zell
Radio Research.....Joseph H. Holmes, Jr.

Branch Offices

6253 Hollywood Blvd., Hollywood, Calif.
Phone Hollywood 2734
Radio Business Manager...Carroll O'Meara
Account Executive.....Wm. A. Blees
333 N. Michigan Ave., Chicago, Ill.
Phone Central 9389
Vice-President-Manager.....A. E. Tatham
Vice-President.....D. G. Schneider
7430 Second Blvd., Detroit, Mich.
Phone Madison 4300
Vice Pres. & Manager.....George Davis
Account Executive.....Ken Jones
235 Montgomery St., San Francisco, Calif.
Phone Exbrook 6685
Manager .....Robbins Milbank
Vice-President-Manager.....George Davis
660 St. Catherine Street, West, Montreal, Que.
Phone Plateau 4691
Vice-President-Canadian
Manager.....Lorimer B. Slocum
Director of Media, Contact..L. C. Arbuthnot
80 King St., West, Toronto, Ont.
Phone Elgin 5347
Manager.....Stuart B. Smith

Radio Accounts Placed—American Can Co., The Borden Co., Johnson & Johnson (Band-Aid), General Food Corp. (Calumet, Grape-Nuts and Grape-Nuts Products, Swans Down, Minute Tapioca, Sanka Jell-O and Jell-O Products, La France, Satina, Postum), Drake's Bakeries, Cummer Products (Energine, Molle), Gulf Oil Corp., Igleheart Bros., Inc., International Silver Co., Life Savers, Inc., Thomas J. Lipton, Inc., R. H. Macy & Co., Packard Motor Car Co., Bristol-Myers Co. (Ipana, Sal Hepatica, Minit Rub, Toushay); Rath Packing Co., Time, Inc.

RADIO EDITORS and WRITERS of NEWSPAPERS IN THE UNITED STATES and CANADA

(As of January 1, 1943)

The following list of radio editors writing for newspapers and magazines in the United States and Canada was compiled from questionnaires submitted in the Sixth Annual Radio Daily Poll and through the cooperation of radio stations in both countries.

ALABAMA

Anniston Star: **Malcolm Street**
Birmingham News & Age-Herald: **Turner Jordon**
Birmingham Post: **Miriam Rosenbloum**
Chambers County News (Lanett): **Vernie Teel**
Mobile Press-Register: **George M. Cox, Jr.**
Montgomery Journal: **Sarah Crist**
Montgomery Advertiser: **Bill Mahoney**
Southern Radio News (Birmingham): **Andrew W. Smith**

•

ARIZONA

Arizona Farmer (Phoenix): **Ernie Douglas**
Arizona Record (Globe): **Ralph Herron**
Arizona Republic (Phoenix): **Frank Ross**
Arizona Silver Belt (Miami): **Sam Kiamy**
Clifton Copper Era: **W. V. Olin**
Graham County Guardian (Safford): **V. P. Richards**
Arizona Weekly (Phoenix): **Cleo Smith**
Phoenix Gazette: **C. G. Nuckolls**
Phoenix Republic: **Frank Ross**
Somerton Star (Yuma): **Joe Gorman**
Tucson Star: **Al Wilke, W. R. Matthews**
Yuma Daily Sun: **Karl E. Allen**

•

ARKANSAS

Arkansas Gazette (Little Rock): **Grace Wood**
Fort Smith Tribune: **E. R. Guthridge**
Greenwood Democrat: **Earl Dodd**
N. W. Arkansas Times (Fayettville): **Jim Bohart**
Siloam Springs Herald & Democrat: **A. W. Perrine**
Texarkana Gazette-News: **Al Weeks**

CALIFORNIA

Anaheim Bulletin: **Lotus Loudon**
Aviation News (Los Angeles): **Doug Crane**
Berkeley Daily Gazette: **Howard Sipe, Sylvia Wall**
Calexico Chronicle: **Al Haworth**
Chico Enterprise: **Goldie Hulen**
Chico Record: **Ralph Gordon**
El Centro Post-Press: **S. Fitzhugh**
Fan Fare Magazine (San Francisco): **Helane Peters**
Fresno Bee: **Art Welter**
Fresno Guide: **Ray Garman**
Fullerton News Tribune: **Ed Elfstrom**
Hanford Sentinel: **W. I. Christie**
Hollywood Citizen: **Zuma Palmer**
Hollywood Shopping News: **John Kemp**
Holtville Tribune: **B. Odets**
Humboldt Standard (Eureka): **Don O'Kane**
Imperial Valley Democrat (Brawley): **T. Greer**
Long Beach Independent: **John Dennis**
Los Angeles Examiner, Times, News, Herald: **Jack Holmes**
Twentieth Century News Syndicate (Los Angeles): **Barney Glazer**
Marysville Appeal-Democrat: **Earl Brownlee**
Mission Merchants News (San Francisco): **Alfred Jones**
Oakland Post-Enquirer: **Janet Stencer**
Oakland Tribune: **Louise Phillips**
Orange Daily News: **William Hart**
Pasadena Independent: **Bill Bird**
Pasadena Star & News, Post: **Mrs. Ruth Pryor, Reginald Warren**
Riverside Press-Enterprise: **H. A. Powell**
Sacramento Bee: **Howard Bailey**
San Diego Tribune Sun, Union: **Fred Gongora**

San Francisco Call-Bulletin: **Rene Cazeneva, Charles Mulcahy**
San Francisco Chronicle: **Stanley Merrill**
San Francisco Examiner: **Edward Murphy**
San Francisco News: **Louise Weich**
San Francisco Shopping News: **Tom Foster, Tom Tyrell**
Santa Barbara News Press: **Jess Jones**
Santa Rosa Republican, Press Democrat: **Mike Pardee**
Seal Beach Post: **Phyllis Arrington**
Stockton Record: **Earl Edmiston**
Universal Radio Features Syndicate (Laguna Beach): **Tom Danson**
Vallejo Times Herald, Evening Chronicle: **Norman Montellier**
Watsonville Register Pajaronion: **Frank Orr, Fred H. Jenkins**
Westmoreland Mail: **Mr. Powell**

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COLORADO

Colorado Springs Gazette & Telegraph: **G. B. Sampson**
Denver Monitor: **Carter Kaanta**
Denver Post: **Betty Craig**
Ft. Collins Express Courier: **Edith M. Bjornstad**
Pueblo Chieftain, Star Journal: **Frank Hoag**
Rocky Mountain News (Denver): **Althea McClelland**

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CONNECTICUT

Bridgeport Post & Telegram: **Rocky Clark**
Bridgeport Sunday Herald: **Leo Miller**
Bristol Press: **Clarkson S. Barnes**
Danbury News-Times: **Frank P. Rollins**
Greenwich Time: **Mr. Fisher**
Hartford Courant: **Mary Ann Smith, Maurice Cronin, M. Oakley Cristoph**
Hartford Times: **Harold Waldo, A. B. McGincey, Carl Lindstrom**
Manchester Herald: **Thomas S. Ferguson**
Meriden Journal: **Walter Allen**
Meriden Record: **Thomas H. Warnock**
Middletown Press: **Fred N. Smith**
Naugatuck News: **E. J. Ahern**
New Britain Herald: **Johnstone Vance, Charles Sikora**
New Haven Journal-Courier: **Arthur J. Sloane**
New Haven Register: **Roger A. Connolly**
New London Day: **George E. Clapp**
Norwalk Hour: **Sidney A. Bedient**
South Norwalk Sentinel: **LeRoy D. Downs, Mr. Bridge**
Stamford Advocate: **Martin T. Kane, Leonard S. Massell**
Stonington Mirror: **Mr. Anderson**
The Sub (Groton): **Roy Perry**
Torrington Register: **J. H. Thompson**
Waterbury American: **E. Christy Erk**
Waterbury Democrat: **Cornelius Maloney**
Waterbury Republican: **R. J. Fanning**
Willimantic Chronicle: **R. W. Downer**
Winsted Citizen: **T. A. Haggerty**

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WASHINGTON, D. C.

Washington Daily News: **Frances Kimball**
Washington Post: **Ernie Schier**
Washington Star: **John Steppe**
Washington Times-Herald: **Dwight Martin, George Titus**

•

FLORIDA

Bradenton Herald: **Brack Cheatham**
Gainesville Daily Sun: **Ash Wing**
Lakeland Ledger: **J. D. Simms**
Miami Daily News: **Frank Mallants**
Miami Herald: **Jack Anderson**
Ocala Evening Star: **Bert Dosh**
Ocala Morning Banner: **Harris Powers**
Orlando Evening Reporter Star: **Robert Haskell, Rosalind Boggs**
Orlando Morning Sentinel: **Frank Glass, Rosalind Boggs**
Orlando Times: **Wm. Glenn**
Panama City News-Herald: **Toni Veverka**
Pensacola News & Journal: **Mrs. Gladys Hobbs**
St. Petersburg Independent: **Bill Dunlap**
St. Petersburg Times: **Virginia Percival**
Sanford Herald: **Nina Dean**
Sarasota Herald Tribune: **Bill Coe**
Tampa Daily Times: **Ruth G. Price**

•

GEORGIA

Albany Herald: **John Herring, Mildred Cain**
Albany Journal: **Ben Wills**
Atlanta Constitution: **Paul Jones**
Atlanta Journal: **Ernie Rogers**
Augusta Chronicle: **Frank Hawkins**
Augusta Herald: **Sam Moss**
Blackshear Times: **Kirk Sutlive**
Cordel Dispatch: **Peyton Bishop**
Gainsville Eagle: **Carolyn Ramsey**
Gainesville News: **Virginia Brown**
La Grange News: **Hal David**
Macon Telegraph, News: **Mrs. McDonald**
Savannah Evening Press: **John Sutlive**
Savannah Morning News: **Percy Miller**
Toccoa Record: **Robert Graves**
Waycross Journal-Herald: **Jack Williams, Jr.**

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IDAHO

Idaho Daily Statesman, Idaho Evening Statesman (Boise): **Jas Brown**
Coeur d'Alene Press: **Louise N. Shadduck**
Kellogg Daily Reminder: **F. Blackwell**
Lewiston Morning Tribune: **Claude Baskett**

Lewiston Shopping News: **Howard Wallace**
Moscow News-Review Publishing Co.: **Louis A. Boas**
Mullen News: **Hall Saupe**
Wallace Miner: **Tom McCabe**
Wallace Press Times: **Wes Leib**

•

ILLINOIS

Alton Evening Telegraph: **Mr. A. R. Schmidt**
Belleville Daily Advocate: **Harry Le Mertha**
Belleville News Democrat: **Joe Adam**
Champaign News-Gazette: **Harold Holmes**
Chicago Daily News: **Bob Himley, John Smith**
Chicago Herald-American: **Harry Munzel, Walter Hecht**
Chicago Sun: **Betty Burns**
Chicago Times: **Don Foster, Bill Irwin**
Chicago Tribune: **Larry Wolters, Nicholas A. Veronico**
Davenport Daily Times: **Terry Bates**
Davenport Democrat: **Ina Wickham**
Decatur Daily Review: **Mrs. C. E. Sutherd**
Decatur Herald: **Dorothy Kuhns**
East St. Louis Journal: **Pauline Clausen**
Freeport Journal-Standard: **Grace Leone Barnett**
Harrisburg Daily Register: **Alta Given**
Jacksonville Courier-Journal: **Erland Erickson**
Marion Daily Republican: **Homer Butler**
Molins Dispatch: **Jim Dix**
Peoria Journal Transcript: **R. M. Shepherdson**
Peoria Star: **Chi Gamle**
Rockford Register-Republic, Morning Star: **Wm. R. Traum**
Rock Island Argus: **Don Wright, M. E. Emery**
Urbana Courier: **Robert Sink**
Urbana Illini: **K. E. Herron**

•

INDIANA

Anderson Herald: **Wm. Lover**
Bryan Democrat: **Case Culles**
Ft. Wayne Journal Gazette: **Chester Brouwer**
Ft. Wayne News-Sentinel: **Cliff Ward**
Goshen News-Democrat: **Herb Swartz**
Hammond Times: **Paul Damai**
Indianapolis News: **Herbert Kenney, Jr.**
Indianapolis Star: **Cleo Kern**
Indianapolis Times: **Frank Widner**
Saturday Spectator (Terre Haute): **N. C. Williams**
The Truth (Elkhart): **Dan Albright**
Vincennes Sun-Commercial: **Ross Garrigus**

IOWA

Burlington Hawkeye Gazette: **Edna Gibson, Janet Distelhorst**
Cedar Rapids Gazette: **Nadine Subotnik**
Daily Iowan (Iowa City): **Loren Dickerson**
Davenport Daily Times: **Rose Tart, Terry Bates**
Davenport Democrat: **Ina B. Wickam**
Decorah Journal: **Karlton Rosholt**
Decorah Public Opinion: **M. Love**
Des Moines Register & Tribune: **Mary Little**
Iowa Daily Student (Ames): **Mary Logan**
Newton Daily News: **E. J. Van Nostrand**
Ottumwa Courier: **Jeanette B. Stein**
Shenandoah Evening Sentinel: **R. K. Tindall**
Sioux City Journal: **Willis Forbes**
Waterloo Courier: **Marion Mayes**

•

KENTUCKY

Paducah Sun Democrat: **Joe Lagore**

•

LOUISIANA

Alexandria Daily Town Talk: **Hunter Jarreau**
New Orleans Item: **Clarence Daigle**
Shreveport Journal: **Doug Attaway, Jr.**
Shreveport Times: **Pat White**
Times-Picayune-States (New Orleans): **Marcia Mateu**

•

MAINE

Le Messager (Lewiston): **Miss Landry, Val Couture**
Lewiston Sun-Journal: **Miss Mitchell**

•

MARYLAND

Baltimore Evening Sun: **G. H. Stuart**
Baltimore Morning Sun: **Edward T. Mitchell**
Baltimore News-Post, Sunday American: **J. Hammond Brown**
Baltimore Sunday Sun: **Helen Cadwalader, Alexander Rose**
Baltimore-Where To Go: **Frances McCutcheon**
Hagerstown Independent: **Mr. Douglas**
Salisbury Advertiser: **S. King White**
Salisbury Times: **Oscar L. Morris**

•

MASSACHUSETTS

Attleboro Sun: **C. B. Hovey, Mary E. Cain**
Barnstable Patriot (Hyannis): **P. F. Williams**
Berkshire Evening Eagle (Pittsfield): **K. R. Fall**
Boston American: **Newcomb Thompson, Joseph Anderson**

Boston Globe: **Elizabeth L. Sullivan**
Boston Herald, Traveler: **Alice Quinlan**
Boston Post: **Howard Fitzpatrick**
Boston Record: **Edward Holland, Joseph Anderson**
Christian Science Monitor (Boston): **Albert D. Hughes, Mabelle Joyce**
Daily Hampshire Gazette (Northampton): **A. J. Frederick**
Fitchburg Sentinel: **Sumner Keane**
Harwich Independent: **Harry Albro**
Haverhill Gazette: **John T. Russ**
Holyoke Transcript-Telegram: **Alvin King**
Lawrence Bee: **John McAuliffe**
Lawrence Daily Eagle, Evening Tribune: **Sebastian Bartollotta, William Noble**
Lowell Sun: **Elizabeth Sullivan**
New Bedford Standard-Times: **William Clough**
North Attleboro Chronicle: **Charles Martin**
Springfield Republican & News: **Richard C. Ferrald, Carey Haywood**
Springfield Union: **Henry P. Lewis, Mrs. Violet Tiffany**
Worcester Telegram, Evening Gazette, Sunday Telegram: **Frederick L. Rushton**

•

MICHIGAN

Bay City Times: **Margaret Carroll**
Detroit Free Press: **Stephanie Putt**
Detroit News: **Herschel Hart**
Detroit Times: **Jack Koehler, Jack Lewin, James Munroe**
Michigan State News (East Lansing): **Sheldon Moyer**
Muskegon Chronicle: **Paul Elliott**
Pontiac Daily Press: **Miss Seder**
Royal Oak Daily Tribune: **L. Miller**
Saginaw News: **Stuart Gross**
State Journal (Lansing): **Joe Parks**
Traverse City Record Eagle: **Jay Smith**

•

MINNESOTA

Duluth Herald & News Tribune: **Nathan Cohen**
Hibbing Tribune: **George M. Fisher**
Mankato Free Press: **Andy Bowe**
Minneapolis Star Journal Tribune: **Florence Murphy, Mavis Anderson**
Minneapolis Times: **Doris Heazlitt, Carl Carlson**
Radio Shopper (Moorhead): **Mr. Eastman**
Range Facts (Virginia): **Jack Bone**
St. Cloud Daily Times: **Harold Schoelkopf**
St. Paul Dispatch-Pioneer Press: **Jules Steele, Oakes Miller, Carl Langland**
St. Paul Sunday Pioneer Press: **Richard Gilfillan**
Superior Evening Telegram: **Seegar Swanson**

MISSISSIPPI

Birmingham News: **Turner Jordon**
Bolivar Commercial (Cleveland): **Clifton Langford**
Columbus Commercial Dispatch: **Roger Bryant**
Delta Democrat Times (Greenville): **Edwin Vincent**

•

MISSOURI

Columbia Missourian: **E. A. Sodestrom**
Hannibal Courier Post: **Stanley Raymond**
Joplin Globe: **Everette Smart**
Joplin News Herald: **Don Walker**
Kansas City Call: **Rube Benson**
Kansas City Star: **Dean Fitzer, V. S. Batten**
St. Joseph Journal: **C. E. Lemon**
St. Joseph News Press: **A. V. Burrowes**
St. Louis Globe Democrat: **Harry Le Mertha**
St. Louis Post Dispatch: **Jim Spencer, Audrey Driscoll**
St. Louis Star Times: **Vera Carle, Harry K. Renfro**
Springfield News & Leader: **James Billings**

•

MONTANA

Bozeman Courier: **John Lyman**
Missoula County Times: **C. J. Doherty**
Western News (Hamilton): **Niles Romney, Jr.**

•

NEBRASKA

Combined Sunday Journal & Star (Lincoln): **Winn Nelson**
Kearney Daily Hub: **Dwight King**
Norfolk Daily News: **Art Thomas, Joann Emerson**
Omaha World Herald: **Keith Wilson**

•

NEVADA

Las Vegas Age: **C. P. Squires**

•

NEW HAMPSHIRE

Manchester Union-Leader: **Robert M. Blood**

•

NEW JERSEY

Asbury Park Press: **H. Canning**
Atlantic City Press-Union: **Nancy McGurk**
Fort Monmouth Message (Signal Corps): **Sgt. Tom de Huff**
Long Branch Daily Record: **Houston Brown, Marion Tophan**
Newark Evening News: **T. Brown, Joe Storch**
Newark Sunday Call: **Neal Cocchia**

NEW MEXICO

Eddy County News (Carlsbad): **Marcus Griffin**
Las Vegas Daily Optic: **Walter Vivian**
Radio Waves (Santa Fe): **J. F. Pichler**

NEW YORK

Associated Press (New York): **Charles Butterfield**

Batavia News: **J. E. Brown**
Billboard (New York): **Eugene Burr**
Binghamton Press: **Don Smith**
Binghamton Sun: **Jennie Mallette**
Brooklyn Eagle (New York): **William Juengst**
Bronx Home News (New York): **James Niklad**
Buffalo Evening News: **Helen King**

Jamestown Post-Journal: **William Price**

Kingston County News: **I. V. D. Warren**
Kingston Freeman: **R. O. Gruver**
Kingston Leader: **N. G. Markson**

Look (New York): **Isabella T. Miller**

Malverne Herald: **Sally Lambert**
Middletown Star Eagle: **Leigh Hawley**
Middletown Times-Herald: **Ray Dulye**
Movie-Radio Guide (New York): **Ethel Kirschner**
Musical Courier (New York): **Leonard Liebling**

Newburgh News: **Doug Clark**
Newsweek Magazine (New York): **Niles W. von Wettberg**
New York Daily Mirror: **Nick Kenny**
New York Daily News: **Ben Gross**
New York Herald Tribune: **Betty Colclough**
New York Journal-American: **Don Short**
New York Times: **John Hutchens**
New York World Telegram: **Harriet Van Horne**
Niagara Falls Gazette: **Bill Boles**

Olean Times Herald: **Arthur Wakelee**

People's Voice (New York): **Joe Bostie**
Plattsburgh Press-Republican: **William Lynch**
PM (New York): **Judy Dupuy, Jerry Franken**

Radio-Craft (New York): **Karl E. Schubel**
Rochester Daily Record: **E. Willis Straton, Jr.**
Rochester Times Union, Democrat & Chronicle: **Don Yerger**
Rosendale News: **R. C. O'Brien**

Saugerties Post: **J. W. Frankel**
Schenectady Gazette: **John Hume**
Schenectady Union Star: **Al Dorn**
Syracuse Post-Standard: **M. Woodside, Jack Bahn**
Syracuse Press: **Wallace M. Hughes**
Utica Observer-Dispatch: **Raymond Pryde**
Watertown Daily Times: **Dominic Pepp**

NORTH CAROLINA

Asheville Advertiser: **W. H. Goan**
Beaufort County Record (Washington): **J. C. Johnston**
Burlington Times-News: **Harold White**
Durham Morning Herald: **Fred Haney**
Durham Sun: **Wyatt Dixon**
Gastonia Daily Gazette: **J. W. Atkins**
Goldsboro Record: **Jos. E. Brown**
Greenville Daily Reflector: **Dave Whichard**
Greenville News Leader: **Dave Mosier**
Hickory Daily Record: **Mrs. Mary Willis**
New Bern Times: **H. I. Crumpler**
News & Views (Jacksonville): **Billy Arthur**
Raleigh News & Observer: **Herbert O'Keefe**
Raleigh Times: **I. M. Cheek**
Twin City Daily Times (Morehead): **H. B. Utley**
Washington Daily News: **C. F. Thompson**
Wilmington Post, Hollyridge Barrage: **R. G. Carroll**
Wilmington Star, News: **R. B. Page, C. E. Webb**
Wilson Daily Times: **John G. Thomas**
Winston-Salem Journal: **Mary Garber**

•

NORTH DAKOTA

Bismarck Capital: **Gaylord Conrad**
Bismarck Tribune: **Wm. Muller**
Fargo Forum: **Gifford Herron**
Jamestown Daily Reminder: **Fred Orr**
Jamestown Sun: **Arnold Chamberlain**
North Dakota Union Farmer (Jamestown): **Harold Knight**
Stutsman Co. Record (Jamestown): **Eva Plunkett**
Valley City Times Record: **Phil Mark**

•

OHIO

Akron Beacon Journal: **Dorothy Doran**
Ashtabula Star Beacon: **Ed. March**
Bucyrus Telegraph Forum: **Rowland Peters**
Canton Repository: **Elaine Schoenleb**
Cincinnati Enquirer: **Bob Bentley**
Cincinnati Post: **Frank Koester, Frank Aston**
Cincinnati Times-Star: **France Raine**
Cleveland Plain Dealer: **Robert Stephan**
Cleveland Press: **Norman Siegal**
Cleveland News: **Elmore Bacon**
Columbus Citizen: **Norman Nadel, H. J. Kissel**
Columbus Dispatch: **Richard A. Mohr**
Conneaut News Herald: **Jim Mohan**
Dayton Daily News: **Blanche Gouffaut**

Dayton Herald, Journal: **Gordon Graham**
Delaware Gazette: **W. D. Thomson**
Findlay Republican Courier: **Margaret Dennison**
Kenton Daily Democrat: **C. D. Flanagan**
Marion Star: **Annette Boyd**
Martins Ferry Times: **George Betts**
Marysville Tribune: **J. M. Huber**
Ohio State Journal (Columbus): **Harrold Eckert**
Ohio State Lantern (Columbus): **Peggy Miller**
Painesville Telegraph: **Dave Bollinger**
Portsmouth Times: **Harry Martin**
Prospect Monitor: **Fred Keller Dix**
Springfield News: **Phyllis Spencer**
Springfield Sun: **Robert Wheeler**
Steubenville Herald Star: **Ed Worstel**
The Canton Repository: **Mrs. Edwin Schoenleb**
Toledo Blade: **Eleanor Moran**
Toledo Times: **Marie Hartough, Marie Cochrane**
Upper Sandusky Daily Chief Union: **L. M. Newcomer**
Youngstown Vindicator: **Virginia Glover**

•

OKLAHOMA

Ada Bulletin: **Mr. Smith**
Ada News: **Roy McKeown**
Carter News: **J. B. Miller**
Daily Ardmorite (Ardmore): **Sam Blockburn**
Elk City Shopper: **W. G. Smith**
Ellis County Capital (Arnett): **Red Seward**
Enid Daily Eagle: **A. J. Strauss**
Enid Morning News: **J. Allen Thomas**
Muskogee Daily Phoenix, Times-Democrat: **Paul A. Bruner**
Tulsa Daily World: **John Booker, Lee Earhart, Edward Burke**
Tulsa Tribune: **Lee Earhart, Harmon Phillips**
Washita Valley Enterprise (Corn): **J. E. Heinrich**

•

OREGON

Albany Democrat Herald: **Walter Coover**
Coos Bay Times (Marshfield): **Harrison P. Hornish**
East Oregonian (Pendleton): **Edna Storey**
Eugene Register Guard: **Horace Burnett**
Lebanon Express: **Robert Hayden**
Oregonian (Portland): **Bill Moyes**
Oregon Journal (Portland): **Larry Gilbertson, Jean Yount, Herbert Adler**
Oregon Statesman (Salem): **Maxine Buren**
Roseburg News-Review: **Charles Stanton**

•

PENNSYLVANIA

Dubois Courier-Express Daily: **Les Ryder**
Erie Daily Times: **Charles Wells**
Erie Dispatch Herald: **A. J. White**
Erie Lake Shore Visitor: **Father Franklin**
Homestead Messenger: **Ida Ahlberg**
Johnstown Democrat: **J. C. Sheridan**
Johnstown Tribune: **Ben Coll**
Philadelphia Bulletin: **Elmer Cull**
Philadelphia Daily News: **Sid Gathrid**
Philadelphia Inquirer: **Frank Rosen**
Philadelphia Record: **George Lilley**
Pittsburgh Post Gazette: **Vincent Johnson**
Pittsburgh Press: **Sy Steinhauser**
Pittsburgh Sun-Telegraph: **Sam Kennedy**
Scrantonian (Scranton): **Alex Thompson**
Scranton Times: **Thomas Murphy, A. J. O'Malley**
Scranton Tribune: **B. B. Powell**
Sharon Herald: **Evelyn Keller, Kenneth Mills**
Sunburg Daily News: **Homer Smith**
Wilkes-Barre Sunday Independent: **Tom Heffernan, Jr., Paul J. Walter**

•

RHODE ISLAND

Newport Daily News: **H. S. Van Brocklyn**
Pawtucket Times: **Arthur Brennan**
Providence Journal & Bulletin: **Ben Kaplan**
Woonsocket Call: **John H. Luttrell**

•

SOUTH CAROLINA

Anderson Independent: **G. Paul Browne**
Charleston Evening Post: **Manning J. Rubin**
Charleston News & Courier: **Fred Minshall**
Columbia Record: **V. H. Ingle, Henry Cauthen**
Greenville News, Piedmont: **Loren L. Watson, Jr., E. N. Smith, Bob Waldrep**
The Observer (Greenville): **D. W. Hiott**
The State (Columbia): **John Montgomery, Murray D. Bennoit**

•

SOUTH DAKOTA

Rapid City Daily Journal: **Redford Dibble**
Sioux Falls Daily Argus Leader: **Wilmer Simmons**

•

TENNESSEE

Bristol Herald Courier: **Marjorie Freels**
Chattanooga News Free Press: **Ralph Sanders**
Chattanooga Times: **Warner Ray, Mr. Turner**
Jackson Sun: **Harry Miller**
Johnson City Press-Chronicle: **Carl Jones, Jr.**
Johnson City Times: **James Quillen**
Kingsport Times: **Eilene Crawford**
Knoxville Journal: **Frank Larkin**
Knoxville News-Sentinel: **Bill Cledsch**
Leaf Chronicle (Clarkesville): **Stanley Gower**

Memphis Commercial Appeal: **Robert Gray**
Memphis Press-Scimitar: **Robert Johnson**
Nashville Banner: **Milton Randolph**
Nashville Tennessean: **Susan Brandau**

•

TEXAS

Abilene Reporter News: **Prexy Anderson, W. H. Bedicheck**
Amarillo News and Globe: **Wes Izzard**
Austin American: **Bill Weege, Ruth Lewis**
Austin Statesman: **Ruth Lewis**
Austin Tribune: **Ray Brown, Stanley Gunn**
Beaumont Enterprise: **Merita Mills**
Beaumont Journal: **Mrs. Q. William**
Big Spring Herald: **Robert Whipkey**
Brownsville Herald: **Jack Rutledge**
Daily Brownwood Bulletin: **Curtiss Petrey**
Daily Texan (Austin): **Ellen Gibson**
Dallas News: **John Rosenfield**
Dallas Times Herald: **Douglas Hawley**
El Paso Herald-Post: **H. A. Jichael**
El Paso Times: **Ray Stover, Mrs. Clara Webster**
Fort Worth Press: **Peg Lilly**
Fort Worth Star Telegram: **Bill Potts**
Galveston News, Tribune: **Silas Ragsdale**
Houston Chronicle: **Mildred Stockard**
Houston Post: **Dorothy Meitzen**
Houston Press: **Anthony Triolo**
Pampa News: **Tex DeWeese**
Paris News: **W. N. Furey**
San Antonio Evening News: **A. W. Walliser**
San Antonio Express: **Ed Spill, Mr. Grant**
San Antonio Light: **Frank Ragsdale**
San Benito Light: **Mark Miller**
South Texas Citizen (Laredo): **E. G. Clingenpeel**
Valley Morning Star (Harlingen): **Van R. Wiggins**
Wichita Falls Daily Times: **W. L. Underwood, Louis T. Hamlett**
Wichita Falls Record News: **H. R. Hamlette**

•

UTAH

Deseret News (Salt Lake City): **Wilby Durham**
Ogden Standard Examiner: **Ethel G. Clark, L. G. Diehl**
Salt Lake Tribune, Telegram: **Ray Simmona**

•

VERMONT

Burlington Daily News: **Charles Weaver**
St. Albans Daily Messenger: **Walter Murtagh**

VIRGINIA

Lynchburg Daily Advance: **Dave Wright**
Lynchburg News: **Mrs. Johnson**
Martinsville Daily Bulletin: **Kay Thompson**
Newport News Daily Press: **Lewis T. Jester**
Newport News Times-Herald: **William H. Harrison**
Norfolk Ledger Dispatch: **Charles Hoofnagle**
Petersburg Progress-Index: **Curtis Lyons**
Richmond News Leader: **John Stratton**
Richmond Times Dispatch: **Mary Louise Daw**
Roanoke Leader: **A. R. Powers**
Roanoke Times: **Carl Andrews, W. A. Atkinson**
Roanoke World News: **C. B. Thornton, A. G. Smith**
Suffolk News Herald: **Lyrus Barrett, Ann Brunk**
Virginian Pilot (Norfolk): **Warner Twiford**

•

WASHINGTON

Aberdeen World: **Harold Weatherby**
Associated Country Newspapers (Spokane): **Mrs. Margaret Porter, H. L. Thorson**
Bremerton News Searchlight: **Bonny Olsen**
Metropolitan Record (Spokane): **Leo Secord**
Olympian (Olympia): **Marsh Hunt**
Olympia News: **Chet Nye**
Seattle Post-Intelligencer: **Barbara Richardson, Robert Burandt**
Seattle Star: **Elfrieda Schmidt, Vivien Andrews**
Seattle Times: **Betty Cornelius, Richard Hayes**
Spokane Chronicle: **Jane Allen**
Spokesman-Riview (Spokane): **A. Libby, Byron Johnsrud**
Walla Walla Union-Bulletin: **Sherman Mitchell**

•

WEST VIRGINIA

Brooke News (Brooke County): **Richard Jennings**
Charleston Daily Mail: **Sol Padlibsky**
Charleston Gazette: **Jeanne Sprague, Frank Knight**
Clarksburg News: **Davis Grubb**
Fairmont Times: **Martha Donehew**
Huntington Advertiser: **C. B. Enslow, Jim Wallen**
Huntington Herald Dispatch: **Gene Brown**
Moundsville Echo: **Sam Shaw**
Welch Daily News: **Fred Pendelton**

WISCONSIN

Commonwealth Reporter (Fond du Lac): **C. H. Keyser**
Janesville Gazette: **Ann Tenny**
Marshfield News-Herald: **Ed Heller**
Milwaukee Journal: **Richard Bellamy**
Milwaukee Sentinel: **Buck Herzog, Roy Wiker**
Racine Journal-Times: **Don Mac Murray**
Stevens Point Daily Journal: **James W. Hull, Francis Strand**
Superior Evening Telegram: **Norris Swanson**
Wisconsin Rapids Tribune: **James Felker**
Wisconsin State Journal (Madison): **William Doudna**

•

WYOMING

Sheridan Press: **Ralph Blackledge**
Wyoming Eagle (Cheyenne): **Al McCollough**
Wyoming State Tribune (Cheyenne): **Lewis Bates**

•

TERRITORY OF HAWAII

Filipino News (Lihue, Kauai): **Abraham A. Albayalde**
Garden Island News (Lihue, Kauai): **Clarice B. Taylor, Charles Fern**
Honolulu Star-Bulletin: **Paul Findeison**
Honolulu Advertiser: **Robert Trumbull**
Hilo Tribune-Herald: **Kenneth Byerly**
Maui News: **Charles Young**

•

ALBERTA

Edmonton Bulletin: **Don Killips, Jack Deprose**
Edmonton Journal: **George Mac Intyre**
Grande - Prairie Herald - Tribune: **Art Jackson**
Lethbridge Herald: **George Yackulic**

•

BRITISH COLUMBIA

Ashcroft Journal, Armstrong Advertiser, Kamloops Sentinel, Merritt Herald, Salmon Arm Observer: **Ian Clark**
Nelson News: **Hume Lethbridge**
Trail Times: **Jack Lunney**
Vancouver Daily Province: **Miss Walls, Margaret Fosness**
Vancouver News-Herald: **Cromar Bruce**
Vancouver Sun: **L. Price, Ozzie Odlum**
Victoria Daily Colonist: **Bob Willett**

•

NEW BRUNSWICK

Campbellton Graphic: **Al Anslow**
Campbellton Tribune: **Harold Crockett**
St. John Telegraph-Journal & Evening Times-Globe: **Mrs. C. W. Fewings**

NOVA SCOTIA

Antigonish Casket: **Charles MacGillivray**
Halifax Chronicle: **H. Hoganson, C. F. Fraser**
Halifax Herald: **Robert Rankin**
Sydney Post-Record: **Don MacKenzie**

•

ONTARIO

Brockville Recorder & Times: **B. Amond**
Hamilton Spectator: **Mabel Bruce**
Hamilton Review: **Archie MacMillan**
Kingston Whig Standard: **Robert Owens**
Le Droit (Ottawa): **Mr. Berriault**
London Free Press: **L. N. Bronson**
Ottawa Citizen: **Mr. Hammerstrom**
Ottawa Journal: **Mr. Taschereau**
Owen Sound Daily Sun Times: **Stanley Latham**
Timmins Daily Press: **Ed Copps, Harrison Flint**
Toronto Daily Star: **Edna Hardy, Miss E. Quin**
Toronto Evening Telegram: **Jim Hunter, Barbara Joyce**
Toronto Globe & Mail: **C. H. Jenkins**

•

PRINCE EDWARD ISLAND

Charlottetown Patriot: **N. Mathieson**
New Glasgow Evening News: **James Tibbetts**

•

QUEBEC

La Patrie (Montreal): **R. Carbonneau**
La Press (Montreal): **Romeo LeBlanc, Jean Descheneau**
Le Canada (Montreal): **Jean Vallerand, M. Leblanc**
Le Devoir (Montreal): **Lucien Desbiens**
L'Illustration (Montreal): **Jos. Bourdon**
Montreal Gazette: **Herbert Whittaker, T. Archer**
Montreal Herald: **D. P. Davis**
Montreal Standard: **E. Gannon**
Montreal Star: **R. Havilland**
St. Maurice Valley Chronicle (Trois Rivieres: **Bob Clark**
Val D'Or Star: **R. Duff**

•

SASKATCHEWAN

Calgary Herald: **Denny Brown**
Moose Jaw Times-Herald: **Ron Brownridge**
Regina Leader Post: **Gee Johnson, Miss M. Jones**
Saskatchewan Farmer (Regina): **Gaston Johnson, D. Dibney**
Saskatoon Star Phoenix: **Mr. Taylor, Eric Knowles**
Western Spotlight (Moose Jaw): **D. A. Miller**
Winnipeg Free Press: **Alice Johnston**
Winnipeg Tribune: **R. Maley**

FEDERAL COMMUNICATIONS COMMISSION

Personnel

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Rules and Regulations Regarding Broadcasting Applications

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Chain Broadcasting Rules

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National Defense Rules

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FCC Bar Association

FEDERAL COMMUNICATIONS COMMISSION

Headquarters: New Post Office Building, Washington, D. C.

Personnel as of January 1, 1943

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Chief, Service Division
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WALTER S. DAVIS

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L. A. CORRIDON

Chief, Minutes
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L. P. WHEELER

Chief, Docket Section
CHARLES W. WORTHY

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Assistant to Director of Information
MARY O'LESON
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3. FOREST F. REDFERN
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Gay St. & Falsway, Baltimore, Md.
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208 Post Office Bldg., Savannah, Ga.
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203 Post Office Bldg., Tampa, Fla.
8. THEODORE G. DEILER
Customhouse, New Orleans, La.
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BERNARD CARPENTER

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Secty. to Head Engineer Krebs

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Secty. to Chief, International Division

EUNICE W. KIRKLAND
Secty. to Chief, Field Division

RUTH H. DRISCOLL,
Secty. to Chief, Technical Division

FRANCES GROOM..Secty. to Chief Accountant

F. C. C. REGULATIONS REGARDING BROADCASTING APPLICATIONS

As of January 1, 1943

PLACE of filing; number of copies. Each application for construction permit or station license, and all papers incorporated therein and made a part thereof, with respect to the number of copies and place of filing, shall be submitted as follows:

Three copies direct to Washington, D. C.

Contents. Each application shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

Full disclosures. Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial and other qualifications, and as to all matters and things required to be disclosed by the application forms.

Additional statements. In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

Installation or removal of apparatus. Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least sixty days prior to the contemplated removal and/or installation.

Forfeiture of construction permits: extensions of time.—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) Any application (FCC Form No. 701) for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

License following construction permit. In all cases where a construction permit is required by Section 319 of the Act for the construction of a station, the application for station license (or for station license or modification thereof, if for station other than broadcast) shall be filed by permittee prior to service or program tests.

Where construction permit not required. Each application for new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least sixty days prior to the contemplated operation of the station: *Provided, however,* That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

Modification of license. An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service,

and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least sixty days prior to the contemplated modification of license; *Provided, however,* that in emergencies and for good cause shown, the requirements hereof may be waived in so far as time for filing is concerned.

Renewal of license. Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least sixty days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement currently required by the rules of practice and procedure of the Commission, reference to which by date and file number shall be included in the application.

Financial statements. Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on Forms 705 and 706, or such other forms as may be prescribed by the Commission, a balance sheet showing the financial condition of a licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed and verified by: (1) the parties or party filing the statement; (2) in the case of a corporation, an officer of the corporation. (An attorney for either is allowed with sufficient reason.)

Filing directed by Commission. Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

Temporary extension of station licenses. Where there is pending before the Commission any application, investigation, or proceeding which, after hearing might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the Commission may, in its discretion, grant a temporary extension of such license; *Provided, however,* That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license; *And provided further,* That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

Assignment or transfer of control. (a) *General.* An application for consent to assignment of a construction permit or license, or for consent to transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least sixty days prior to the contemplated effective date of assignment or transfer of control. If the assignment or transfer is voluntary, the appropriate application shall be fully executed by all parties and, if involuntary, by assignee or transferee only.

(b) *Broadcast.* With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) *Other than broadcast.* In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

Special temporary authorizations. (a) Special temporary authority may be granted for the operation of a station for a limited time, or in a manner and to an extent or for service other or beyond that authorized in an existing license upon proper application therefor; Provided, however, That no such request will be considered unless:

1. It is received by the Commission at least ten days previous to the date of proposed operation: *Provided, however,* That any such request received within less than

ten days may be accepted upon due showing of sufficient reasons for the delay in submitting such request.

2. Full particulars as to the purpose for which the request is made are stated.

(b) If the request is for operation of a standard broadcast station, the following additional requirements shall apply:

1. No such authority may be granted to a person other than the licensee of an existing standard broadcast station.

2. The request shall be limited to a definite or temporary period or periods for the transmission of programs or events which are not recurrent, and approval thereof will not be granted for a period in excess of thirty days.

3. The request shall show that it has been seasonably submitted to other stations whose operations may be affected (to be determined as indicated below), and the date on which such request was so submitted, which such stations shall submit direct to the Commission waiver of objection to the granting thereof or a statement of the nature of any objections that such stations may desire to interpose:

4. If the request is for operation upon a clear channel, showing required above shall be made with respect to the Class I station or stations on the channel.

5. If the request is made by time sharing station, the showing required above shall be made with respect to the station or stations with which time is shared.

6. In any case, the showing required above must be made with respect to any station on the same or adjacent channels when any such station is located within the intereference range of the station making the request to be determined by the "Standards of Good Engineering Practice Concerning Standard Broadcast Stations."

7. Waiver of objections, or statement of objections, when furnished under this rule, shall be forwarded direct to the Commission by the responding station, and in the case of waiver shall show whether the waiver covers simultaneous operation or whether the station is giving up the time sought by the applicant. Where it appears that the proposed operation has been seasonably submitted to the station or stations referred to in sub-paragraphs (4), (5), and (6), above, and no reply has been received, it will be considered that such stations have waived any objections to the granting of the request.

Special Service Authorizations. Special Service Authority may be issued to the licensee of a radio station for a service other or beyond that authorized in its existing license for a period not exceeding that of its existing license upon proper application therefor*; and satisfactory showing in regard to the following, among others:

(a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of the class of stations to which the applicant belongs;

(b) That in the event the application is on behalf of a standard broadcast station that experimental operation is not involved as provided for by Part 3, Section 3.22, of the Rules and Regulations;

(c) That public interest, convenience, and necessity will be served by granting the authorization requested.

Inconsistent or conflicting applications. When an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by the same applicant, his successor or assignee, or on behalf or for the benefit of said applicant, will be accepted for consideration.

Multiple applications; broadcast service. In the broadcast service, while there is one application for new or additional facilities pending for a standard, international, television, facsimile, high frequency or experimental broadcast station, the Commission will not consider another application for new or additional facilities for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest. Two such applications may not be filed simultaneously.

Repetitious applications. (a) *Broadcast services.* In the broadcast service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new standard, international, television, facsimile, high frequency, or developmental broadcast station, or for an extension or enlargement of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order.

* Applications for authorizations to use frequencies assigned to the international broadcast service may be made on an informal basis; formal application must be made for other authorizations.

(b) *Other radio services.* In any other radio service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new station, or for an extension or enlargement of service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider a like application involving service of the same kind to the same area by the same applicant, or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order: Provided, however, That the Commission may waive the requirements of this rule in situations affecting safety of life or property.

Pending appeals. Where an appeal has been taken from the action of the Commission in denying a particular applicant another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

Action on Applications

Partial grants. Where any application is granted in part, or with any privileges, terms, or conditions other than those requested, without a hearing thereon, the action of the Commission shall be considered as granting such application unless the applicant shall, within twenty days from the date on which public announcement of such grant is made, or from its effective date if a later date is specified, file with the Commission a written request for a hearing with respect to the part, or with respect to the privileges, terms, or conditions, not granted. Upon receipt of such request, the Commission will vacate its original action upon the application and set the application for hearing in the same manner as other applications are set for hearing, and the applicant and other parties in interest will be notified thereof.

Designation for hearing. In cases where an application for radio facilities is proper upon its face but the Commission is unable to determine upon examination of the same that the granting of such application either in whole or in part, would serve public interest, convenience or necessity, the Commission will designate the same for hearing and the following procedure will govern it:

(a) The Secretary shall forthwith mail a written notice to the applicant setting forth the action of the Commission designating the application for hearing, together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application.

(b) In order to avail himself of the opportunity to be heard the applicant in person or by his attorney shall, within fifteen days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission a written appearance stating that he will appear and present evidence on the issues specified in the statement of reasons furnished by the Commission on such date as may be fixed for the hearing. In cases other than standard broadcast, high frequency broadcast, international broadcast and television, the applicant will accompany his appearance with an additional copy of his application and supporting documents.

Answers to Notices of Violation

Under Title III of the Act. Any licensee receiving official notice of a violation of the terms of the Communications Act of 1934, any legislative act, Executive Order, treaty to which the United States is a party, or the Rules and Regulations of the Federal Communications Commission, shall, within three days from such receipt, send a written answer direct to the Federal Communications Commission at Washington, D. C., and a copy thereof to the office of the Commission originating the official notice when the originating office is other than the office of the Commission in Washington, D. C.; *Provided, however,* That if an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to some violation that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, are taken to prevent future violations,

and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission, such identification as will permit of ready reference. If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

Revocation and Modification of Station Licenses

Revocation. Whenever the Commission shall institute a revocation proceeding against the holder of any radio station construction permit or license under Section 312 (a), it shall initiate said proceeding by serving upon said licensee an order of revocation effective not less than fifteen days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within fifteen days after receipt of said order. Upon the filing of such written request for hearing by said licensee the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time hereinabove set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the licensee resides.

Modification. (a) *Order to show cause.* Whenever the Commission shall determine that public interest, convenience, and necessity would be served, or any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license either for a limited time, or for the duration of the term thereof, it shall issue an order for such licensee to show cause why such construction permit or license should not be modified.

(b) *Contents of order to show cause.* Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to be and appear at a place and time therein named, in no event to be less than thirty days from the date of receipt of the order to show cause why the proposed modification should not be made and the order of modification issued.

(c) *Failure to appear.* If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

Suspension of Operator Licenses

Order of suspension. No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission, shall deem appropriate. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension.

Proceedings. Proceedings for the suspension of an operator's license shall in all cases be initiated by the entry of an order of suspension. Respondent will be given notice thereof together with notice of his right to be heard and to contest the proceeding. The effective date of the suspension will not be specified in the original order but will be fixed by subsequent motion of the Commission in accordance with the conditions specified above. Notice of the effective date of suspension will be given respondent, who shall send his operator license to the office of the Commission in Washington, D. C., on or before the said effective date, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

RULES APPLICABLE TO STATIONS ENGAGED IN CHAIN BROADCASTING

Licensing Requirements

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization[1] under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided,* That a contract, arrangement, or understanding for a period up to two years, may be entered into within 120 days prior to the commencement of such period.

No license shall be granted to a standard broadcast station which options[2] for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours[3] within each of four segments of the broadcast day, as herein described. The broadcast day is divided into four segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.[4] Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b). with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control[5] with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area

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[1] The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

[2] As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

[3] All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

[4] These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifs from standard to daylight saving time or vice versa.

[5] The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

of the other station, or for any standard broadcast station in any locality where the existing standard brodcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing. (Effective date of this section may be extended from time to time with respect to any station in order to permit the orderly disposition of properties.)

No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network: *Provided,* That this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network. (Effective date of this section shall be suspended indefinitely and any further order of the Commission placing said section in effect shall provide for not less than six months' notice and for further extension of the effective date from time to time in order to permit the orderly disposition of properties.)

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

FCC REGULATIONS REGARDING NATIONAL DEFENSE

Any common carrier or the licensee of any radio station subject to the Communications Act may utilize its facilities to render free service to the government for military or naval communications in preparation for national defense. The government agency concerned will keep the Commission generally informed of the services of this kind accepted. Nothing herein or in any other regulation of the Commission shall be construed to require any such carrier or station to participate in any such communication.

The Federal Communications Commission may authorize the licensee of any radio station during a period of national emergency to operate its facilities upon such frequencies with such power and points of communication, and in such a manner beyond that specified in the station license as may be requested by the Army or Navy.

No provision of the Commission's Rules and Regulations shall, in time of war, prevent the master of any vessel of the United States from taking any action whatsoever in regard to the radio installation, the operators, the transmission and receipt of messages, and the radio service of the ship whenever in his discretion such action is necessary to carry out the instructions of the United States naval control officers and other instructions issued by the Navy Department.

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1940—GROWTH OF RADIO STATIONS—1942

As of:	Licensed Stations	Construction Permits	Special Broadcast Stations	Total
January 1940	761	49z	4	814
February 1940	765	48z	4	817
March 1940	767	51z	4	822
April 1940	771	48z	4	823
May 1940	775	47z	4	826
June 1940	779	53z	4	836
July 1940	787	56z	y	851
August 1940	795	58z	y	864
September 1940	802	57z	y	867
October 1940	806	54z	y	868
November 1940	812	52z	y	872
December 1940	820	51z	y	881
January 1941	826	51	5	882
February 1941	830	46	5	881
March 1941	831	54	5	890
April 1941	832	54	5	891
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918

*Including one stay order.

†Including two stay orders.

§Including four stay orders.

xAnnual report shows 748, additional station being in Court of Appeals.

zIncluding one construction permit for a special broadcast station.

ySpecial Broadcast Stations total is included in total of licensed stations.

**This figure includes the 5 Special Broadcast Stations.

FEDERAL COMMUNICATIONS ☆ BAR ASSOCIATION ☆

Headquarters: National Press Bldg., Washington, D. C.

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First Vice-President.....Paul M. Segal
Second Vice-President.....Eliot C. Lovett
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40 N. Main St.
Salt Lake City, Utah

ALBERTSON, FRED W.
Munsey Building
Washington, D. C.

ASHBY, A. L.
30 Rockefeller Plaza
New York, N. Y.

BAILEY, CLYDE S.
1292 National Press Bldg.
Washington, D. C.

BALDWIN, JAMES W.
National Press Bldg.
Washington, D. C.

BASTIAN, WALTER M.
National Press Building
Washington, D. C.

BEALL, JAMES H.
Doscher Building
Sweetwater, Texas

BECHHOEFER, B. G.
First National Bank Bldg.
St. Paul, Minn.

BEEBE, RAYMOND N.
815 Fifteenth St., N. W.
Washington, D. C.

BEELAR, LT. COL. DONALD C.
National Press Bldg.
Washington, D. C.

BENNETT, ANDREW W.
Edmonds Bldg.
Washington, D. C.

BENTON, JOHN E.
New Post Office Bldg.
Washington, D. C.

BERKMAN, JACK
708 Sinclair Bldg.
Steubenville, Ohio

BINGHAM, HERBERT M.
Tower Bldg.
Washington, D. C.

BLANTON, MATTHEWS
Earle Bldg.
Washington, D. C.

BLANTON, WILLIAM N., JR.
3020 Gulf Bldg.
Houston, Texas

BORUT, FRANK
222 Broadway
New York, N. Y.

BRACELEN, CHARLES M.
195 Broadway
New York, N. Y.

BRADLEY, FONTAINE C.
Union Trust Bldg.
Washington, D. C.

BRADY, JOHN B.
701 Colorado Bldg.
14th and G Sts., N.W.
Washington, D. C.

BURR, KARL E.
33 North High St.
Columbus, Ohio

CAIDIN, REUBEN
P. O. Box A
Brentwood, L. I., N. Y.

CALDWELL, LOUIS G.
National Press Bldg.
Washington, D. C.

CALLAHAN, LEONARD DAVID
113 West 42nd St.
New York, N. Y.

CALLISTER, REED E.
650 So. Spring St.
Los Angeles, Calif.

CAMBRON, CHARLES RAY
355 Senate Office Bldg.
Washington, D. C.

CANFIELD, AUSTIN F.
637 Woodward Bldg.
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CANNON, DAVID H.
650 So. Spring St.
Los Angeles, Calif.

CARRIGAN, JOE B.
Kemp Hotel
Wichita Falls, Texas

CARSON, BYRON G.
1010 Vermont Ave.
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CHOPNICK, MAX
9 East 46th St.
New York, N. Y.

CLEARY, LESLIE A.
404 Stanislaus County Off. Bldg.
Modesto, Calif.

COGSWELL, ROBERT F.
Hibbs Bldg.
Washington, D. C.

COHEN, LESTER
Colorado Bldg.
Washington, D. C.

COHN, SIDNEY ELLIOTT
20 West 43rd St.
New York, N. Y.

COLEMAN, J. RANDOLPH, JR.
725 - 13th St., N. W.
Washington, D. C.

COLIN, RALPH F.
165 Broadway
New York, N. Y.

COLLADAY, E. F.
1331 G St., N. W.
Washington, D. C.

COWAN, ARTHUR W. A.
311 Liberty Trust Bldg.
Broad and Arch Sts.
Philadelphia, Pa.

CURRY, JOHN R.
910 Shoreham Bldg.
Washington, D. C.

CURTIS, JAMES ROBERT
Radio Station KFRO
Longview, Texas

DALBERG, MELVIN H.
National Press Bldg.
Washington, D. C.

DAVID, ALAN B.
Munsey Bldg.
Washington, D. C.

DAVIS, JOHN MORGAN
Lincoln Liberty Bldg.
Philadelphia, Pa.

DEMPSEY, WILLIAM J.
815 - 15th St., N.W.
Washington, D. C.

DENSLOW, L. ALTON
Colorado Bldg.
Washington, D. C.

DERIG, WILL M.
Dept. of Public Service
Olympia, Washington

DIAMOND, MILTON
598 Madison Ave.
New York, N. Y.

DIAMOND, SIDNEY A.
1627 K Street, N. W.
Washington, D. C.

DRAIN, DALE D.
1422 F St., N. W.
Washington, D. C.

DRISCOLL, H. D.
406 Southern Bldg.
Washington, D. C.

DUNBAR, FRANK C.
3230 A.I.U. Bldg.
Columbus, Ohio

DUNN, H. ARTHUR, JR.
311 Calif. St.
San Francisco, Calif.

DWALL, CHARLES F.
902 Earle Bldg.
Washington, D. C.

ELSASSER, F. R.
195 Broadway
New York, N. Y.

EMISON, JOHN RABB
500 Oliphant Bldg.
Vincennes, Ind.

ETHERTON, SEDDON L.
801 Guarantee Bldg.
Detroit, Mich.

FAEGRE, J. B.
Northwestern Bank Bldg.
Minneapolis, Minn.

FEEN, A. PEARLEY
119 S. Winooski Ave.
Burlington, Vt.

FISHER, BEN S.
Earle Building
Washington, D. C.

FLEMING, NOEL W.
Northwestern Bell Tel. Co.
420 Third Ave.
South Minneapolis, Minn.

FLETCHER, FRANK U.
Munsey Bldg.
Washington, D. C.

FLETCHER, STEPHEN H.
165 Broadway
New York, N. Y.

FOE, GLEN H.
Stuart Bldg.
Lincoln, Nebr.

FOLEY, JAMES
1111 Munsey Bldg.
Washington, D. C.

FRANCIS, JOHN J.
Raymond Commerce Bldg.
Newark, N. J.

GALLAGHER, JAMES E., JR.
1222 Real Estate Trust Bldg.
Philadelphia

GARDNER, ADDISON L., JR.
231 South La Salle St.
Chicago, Ill.

GEIGER, ALFRED L.
First National Bank Bldg.
Tampa, Fla.

GEORGE, ARTHUR T.
140 New Montgomery St.
San Francisco, Calif.

GEORGE, CARL E.
Hotel Statler
Cleveland, Ohio

GERBER, GUSTAVE AUGUSTUS
120 W. 42nd St.
New York, N. Y.

GERRITY, HARRY J.
Hill Bldg.
Washington, D. C.

GIBBONS, JOHN F.
66 Broad St.
New York, N. Y.

GIBBS, DELBRIDGE L.
Radio Station WFAA
Dallas, Texas

GOLDSTEIN, DAVID
Electric Bldg.
Asbury Park, N. J.

GOODRICH, PIERRE F.
Electric Bldg.
Indianapolis, Ind.

GOODWIN, BERNARD
1501 Broadway
New York, N. Y.

GORDON, SPENCER
Union Trust Bldg.
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GRANIK, THEODORE
1627 K Street, N. W.
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GRIMSHAW, IRA L.
30 Rockefeller Plaza
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Colorado Bldg.
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Washington, D. C.

HANLEY, JAMES H.
Tower Bldg.
Washington, D. C.

HANNON, WILLIAM A.
Insurance Exchange Bldg.
Kansas City, Mo.

HANSON, ELISHA
729 15th St., N. W.
Washington, D. C.

HAUSMAN, ALBERT E.
Wainwright Bldg.
St. Louis, Mo.

HAYDEN, JAMES J.
Woodward Bldg.
Washington, D. C.

HEFFRON, EDWARD J.
1312 Massachusetts Ave. N.W.
Washington, D. C.

HENNESSEY, PHILIP J., JR.
810 Colorado Bldg.
Washington, D. C.

HERRIOTT, IRVING
120 South LaSalle St.
Chicago, Ill.

HEWS, HAYDEN L.
15 Evans Bldg.
Riverside, Calif.

HIDALGO, EDW. K.
407 Union Trust Bldg.
Washington, D. C.

HILDRETH, MELVIN D.
Evans Building
Washington, D. C.

HORNE, RICHARD C.
McGill Bldg.
Washington, D. C.

HOSHOUR, HARVEY S.
50 Oliver St.
Boston, Mass.

HOWARD, HENRY, JR.
CBS
485 Madison Ave.
New York, N. Y.

HOWLETT, HAROLD E.
Pontiac Bank Building
Pontiac, Mich.

HURLEY, JOHN J.
Normandy Bldg.
Washington, D. C.

HURT, WILLSON
30 Rockefeller Plaza
New York, N. Y.

HUTCHINSON, MARTIN A.
Central National Bank Bldg.
Richmond, Va.

HYDE, CHARLES A.
Engineers Bldg.
Cleveland, Ohio

HYDE, ROSEL H.
Federal Communications Com.
Washington, D. C.

IRWIN, ELLIS C.
1417 Canal Bank Bldg.
New Orleans, La.

JACOBS, CARL M.
Union Central Bldg.
Cincinnati, Ohio

JACOBS, SAMUEL
75 State St.
Albany, N. Y.

JAMES, WILLIAM R.
Roosevelt Bldg.
Los Angeles, Calif.

JAMESON, GUILFORD
1100 Investment Bldg.
Washington, D. C.

JANSKY, MAURICE M.
815 Fifteenth St., N. W.
Washington, D. C.

JEVONS, RICHARD A.
1312 Saratoga Ave.
Washington, D. C.

JOHNSON, WALTER
Star Bldg.
Washington, D. C.

JOHNSTON, E. D.
Munsey Bldg.
Washington, D. C.

JOYCE, JOSEPH GROVER
R. A. Long Bldg.
Kansas City, Mo.

KAHN, ALEXANDER
220 Broadway
New York, N. Y.

KARBE, OTTO F.
910 Wainwright Bldg.
St. Louis, Mo.

KAYE, SYDNEY M.
165 Broadway
New York, N. Y.

KELLER, JOSEPH E.
Munsey Bldg.
Washington, D. C.

KENDALL, JOHN C.
U. S. Bank Bldg.
Portland, Oregon

KENDALL, JOHN W.
U. S. National Bank Bldg.
Portland, Ore.

KERN, HOWARD L.
143 Liberty St.
New York, N. Y.

KERR, WILLIAM L.
Box 190
Pecos, Texas

KIMBALL, RALPH H.
60 Hudson St.
New York, N. Y.

KOPIETZ, FRANK M.
National Bank Bldg.
Detroit, Mich.

KOPLOVITZ, WILLIAM C.
815 - 15th St., N. W.
Washington, D. C.

KURRIE, THOMPSON
622 State Life Bldg.
Indianapolis, Ind.

KURTZ, ALVIN A.
Public Utilities Commission
Salem, Oregon

LaBRUM, J. HARRY
1507 Packard Bldg.
Philadelphia, Pa.

LADNER, HENRY
30 Rockefeller Plaza
New York, N. Y.

LAMB, WILLIAM H.
1835 Arch St.
Philadelphia, Pa.

LANCASTER, W. EMERY
715 W. C. U. Bldg.
Quincy, Ill.

LANDA, ALFONS B.
815 15th St., N. W.
Washington, D. C.

LANDON, S. WHITNEY
32 Sixth Ave.
New York, N. Y.

LEAHY, WILLIAM E.
Shoreham Bldg.
Washington, D. C.

LEONARD, CAPT. DONALD S.
Michigan State Police
Detroit, Mich.

LeROY, HOWARD S.
Colorado Bldg.
Washington, D. C.

LEVINE, J. L.
Hamilton Nat'l Bank Bldg.
Chattanooga, Tenn.

LEVINSON, LOUIS
1622 Chestnut St.
Philadelphia, Pa.

LEVY, ISAAC D.
1622 Chestnut St.
Philadelphia, Pa.

LITTLEPAGE, JOHN M.
Investment Bldg.
Washington, D. C.

LITTLEPAGE, THOMAS P., JR.
Investment Bldg.
Washington, D. C.

LOHNES, HORACE L.
Munsey Bldg.
Washington, D. C.

LOUCKS, PHILIP G.
National Press Bldg.
Washington, D. C.

LOVETT, ELIOT C.
729 15th St., N. W.
Washington, D. C.

McCAULEY, RAYMOND F.
959 Eighth Ave.
New York, N. Y.

McCORMICK, H. L.
Munsey Bldg.
Washington, D. C.

McDONALD, JOSEPH A.
c-o NBC
Merchandise Mart
Chicago, Ill.

McKINNEY, HAYES
105 West Adams St.
Chicago, Ill.

MARKS, NORMAN L.
10 East 40th St.
New York, N. Y.

MARTIN, PAUL L.
Omaha Nat'l Bank Bldg.
Omaha, Nebr.

MASTERS, KEITH
33 N. LaSalle St.
Chicago, Ill.

MATHER, EVERETT E., JR.
1835 Arch St.
Philadelphia, Pa.

MAY, PHILIP S.
Lynch Bldg.
Jacksonville, Fla.

MAY, ROBERT E.
Shoreham Bldg.
Washington, D. C.

MAYER, HENRY
347 Fifth Ave.
New York, N. Y.

MELNIK, MORTON F.
601 Tenney Bldg.
Madison, Wisc.

MEYERS, MILTON H.
182 Grand St.
Waterbury, Conn.

MEURER, RAYMOND J.
2363 Penobscott Bldg.
Detroit, Mich.

MILES, CLARENCE W.
Baltimore Trust Bldg
Baltimore, Md.

MILLER, HENRY
117 North Sixth St.
Camden, N. J.

MILLER, NEVILLE
1626 K St., N. W.
Washington, D. C.

MILLER, WILLIAM E.
1211 Union Bank Bldg
Pittsburgh, Pa.

MILLIGAN, JACOB L.
901 National Fidelity Life Bldg.
Kansas City, Mo.

MILNE, BAXTER
50 Oliver St.
Boston, Mass.

MONTFORT, LOUIS B.
218 Munsey Bldg.
Washington, D. C.

MUNGER, ALFRED G.
610 First National Bank Bldg.
Omaha, Nebr.

MURRAY, JOHN J.
20 Pemberton Square
Boston, Mass.

MYERS, R. P.
30 Rockefeller Plaza
New York, N. Y.

NINER, ISIDOR
366 Madison Ave.
New York, N. Y.

O'BRIEN, SEYMOUR
Baltimore Trust Bldg.
Baltimore, Md.

O'CONNOR, JOHN
Washington Bldg.
Washington, D. C.

OEHLER, KARL F.
1365 Cass Ave.
Detroit, Mich.

O'RYAN, JOHN F.
120 Broadway
New York, N. Y.

PALENS, LOUIS N.
1211 Chestnut St.
Philadelphia, Pa.

PATRICK, DUKE M.
Colorado Bldg.
Washington, D. C.

PECK, HERBERT M.
500 North Broadway
Oklahoma City, Okla.

PERRY, DAVID R.
1700 N. Second St.
Harrisburg, Pa.

PEYCKE, TRACY J.
Telephone Bldg.
Omaha, Nebr.

PHELPS, JAMES C.
253 Broadway
New York, N. Y.

PIERSON, W. THEODORE
Munsey Bldg.
Washington, D. C.

PLACE, RUSSELL P.
1626 K St., N.W.
Washington, D. C.

PLOCK, RICHARD H.
Tama Bldg.
Burlington, Iowa

PORTER, GEORGE B.
Earle Bldg.
Washington, D. C.

PORTER, PAUL A.
Earle Bldg.
Washington, D. C.

PORTER, WILLIAM A.
Bowen Bldg.
Washington, D. C.

POWELL, BOLLING B., JR
725 — 13th St., N.W
Washington, D. C.

POWELL, GARLAND W.
Radio Station WRUF
Gainesville, Fla.

PRATT, ELMER W.
Second National Bank Bldg.
Washington, D. C.

PRICE, T. BROOKE
195 Broadway
New York, N. Y.

PRIME, E. GARDNER
Normandy Bldg.
Washington, D. C.

PROFFITT, JAMES L.
1210 Massachusetts Ave.
Washington, D. C.

PRYOR, J. C.
Union Station
Burlington, Iowa

QUIGLEY, FRANK
195 Broadway
New York, N. Y.

RAINE, KENNETH E.
485 Madison Ave.
New York, N. Y.

RAINEY, GARNET
650 S. Grand Ave.
Los Angeles, Calif.

RANDALL, C. P.
Telephone Bldg.
Omaha, Nebr.

RAY, JOHN H.
195 Broadway
New York, N. Y.

REAM, JOSEPH H.
485 Madison Ave.
New York, N. Y.

RHODES, VERRO H.
610 First National Bank Bldg.
Omaha, Nebr.

ROBERSON, FRANK
Munsey Bldg.
Washington, D. C.

ROBERTS, GLENN D.
110 Main St.
Madison, Wisc.

ROBINSON, C. RAY
Bank of America Bldg.
Merced, Calif.

ROLLO, REED T.
National Press Bldg.
Washington, D. C.

RONON, GERALD
1222 Real Estate Trust Bldg.
Philadelphia, Pa.

ROSENBAUM, SAMUEL R.
200 Bankers Securities Bldg.
Philadelphia, Pa.

ROSENTHAL, ISADOR S.
50 Court St.
Brooklyn, N. Y.

ROSENZWEIG, MANHEIM
2 Columbus Circle
New York, N. Y.

RUSSELL, CHARLES T.
140 West St.
New York, N. Y.

RUSSELL, PERCY H., JR.
National Press Bldg.
Washington, D. C.

RYAN, WILLIAM
122 W. Washington Ave.
Madison, Wisc.

SAMMOND, FREDERIC
735 N. Water St.
Milwaukee, Wisc.

SCHARFELD, ARTHUR W.
National Press Bldg.
Washington, D. C.

SCHINDLER, C. E.
Kentucky Home Life Bldg.
Louisville, Ky.

SCHROEDER, ARTHUR H.
National Press Bldg.
Washington, D. C.

SCOTT, FRANK D.
Munsey Bldg.
Washington, D. C.

SEGAL, PAUL M.
Woodward Bldg.
Washington, D. C.

SHEA, GEORGE F.
Tower Bldg.
Washington, D. C.

SMITH, GEORGE S.
Woodward Bldg.
Washington, D. C.

SMITH, KARL A.
Colorado Bldg.
Washington, D. C.

SMITH, MILTON
Telephone Bldg.
Denver, Colo.

SMITH, WM. MONTGOMERY
Shoreham Bldg.
Washington, D. C.

SOCOLOW, A. WALTER
608 Fifth Ave.
New York, N. Y.

SOULE, O. P.
Walker Bank Building
Salt Lake City, Utah

SOVIK, LAURENCE, ESQ.
University Building
Syracuse, N. Y.

SPEARMAN, JOHN C.
Munsey Bldg.
Washington D. C.

SPEARMAN, PAUL D. P.
Munsey Bldg.
Washington, D. C.

SPRAGUE, E. STUART
117 Liberty St.
New York, N. Y.

ST. CLAIR, ORLA
311 California St.
San Francisco, Calif.

STEVENS, RICHARD K.
1222 Real Estate Trust Bldg.
Philadelphia, Pa.

STOLLENWERCK, FRANK
National Press Bldg.
Washington, D. C.

SULLIVAN, FRANCIS C.
Alworth Building
Duluth, Minn.

SUTTON, GEORGE O.
National Press Bldg.
Washington, D. C.

SWEZEY, ROBERT D.
30 Rockefeller Plaza
New York, N. Y.

SYKES, JUDGE EUGENE O.
Munsey Bldg.
Washington, D. C.

THOMAS, WILLIAM H.
440 Leader Bldg.
Cleveland, Ohio

TIEFENBRUN, JOSEPH
1450 Broadway
New York, N. Y.

TUCKER, JOHN H.
Commercial Building
Shreveport, La.

TUMULTY, JOSEPH P., JR.
1317 F St., N. W.
Washington, D. C.

TYLER, VARRO E.
109 South Ninth St.
Nebraska City, Nebr.

VAN ALLEN, JOHN W.
Liberty Bank Bldg.
Buffalo, N. Y.

VAN DEN BERG, GEORGE
Evans Bldg.
Washington, D. C.

VAN ORSDEL, RALPH
725 13th St., N. W.
Washington, D. C.

WADDELL, JAMES E.
Bowen Bldg.
Washington, D. C.

WALKER, RALPH L.
F.C.C.
Washington, D. C.

WALKER, THOMAS GLYNN
540 Broad Street
Newark, N. J.

WALLACE, HOWARD E.
Judge Building
Salt Lake City, Utah

WALTER, JOSEPH H.
260 S. Broad Street
Philadelphia, Pa.

WARNER, HARRY P.
Woodward Building
Washington, D. C.

WAYLAND, CHARLES V.
Earle Building
Washington, D. C.

WEBSTER, BETHUEL M.
15 Broad St.
New York, N. Y.

WEEKES, JOHN WESLEY
140 Sycamore St.
Decatur, Georgia

WELCH, FRANCIS X.
Munsey Bldg.
Washington, D. C.

WHEAT, CARL I.
Shoreham Bldg.
Washington, D. C.

WHEELER, EDW. K.
Bowen Bldg.
Washington, D. C.

WHISSELL, GEORGE B.
Telephone Bldg.
St. Louis, Mo.

WIGGIN, CHESTER H.
30 Rockefeller Plaza
New York, N. Y.

WILLEBRANDT, MABEL W.
Shoreham Building
Washington, D. C.

WILLIAMS, A. RAE
Investment Bldg.
Washington, D. C.

WILSON, GEORGE O.
Republic Bank Bldg.
Dallas, Texas

WILSON, THOMAS WINFIELD
720 Ridge Blvd.
Brooklyn, N. Y.

WOZENCRAFT, FRANK W.
66 Broad St.
New York, N. Y.

WRIGHT, J. WARREN
Bureau of Ships, Navy Dept
Washington, D. C.

YOURD, KENNETH L.
Earle Bldg.
Washington, D. C.

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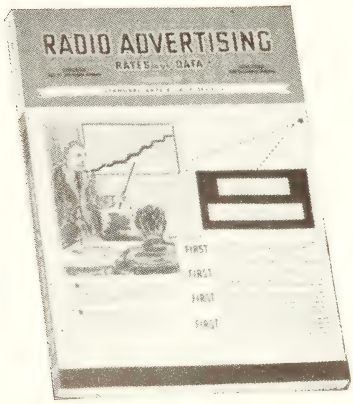
No other medium has this entrée . . . no other medium is on the job every hour of every day in media buying conferences.

But no matter how efficient this representative is, it is up to YOU to make him do a *complete sales job.*

For selling's sake, for results, equip him to do a man's size job for you . . . qualify him to stand up where he will be seen and ask for the order . . . at the time he has the floor all to himself.

It's simple as A,B, C. Tell YOUR market story in impressive space with *your* listing in SRDS. Tell the kind of story your best man would tell.

Put sales life into this on-the-job representative and he will put you on more schedules.



RADIO ADVERTISING RATES AND DATA

Published by

Standard Rate & Data Service, Inc.

CHICAGO NEW YORK LOS ANGELES

PUBLICATIONS

Covering the Field of Radio

TRADE — FAN — TECHNICAL — GENERAL

The Advertiser

MONTHLY 11 W. 42nd St., New York, N. Y. Phone, PEnnsylvania 6-3265. Editor and Publisher, Manuel Rosenberg; Business Manager, Simon Rosenberg; Advertising Manager, R. Maxwell Jason; Circulation Director, S. J. Davis. BRANCH OFFICE: 3557 Bogart Ave., Cincinnati, O. Phone, AVon 6825. The Advertiser carries articles on radio concerning the advertising field. There is also an annual, MARKETS OF AMERICA, presenting a compilation of market articles, each written by an advertising or agency executive expert in the market he discusses.

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Advertising Age

WEEKLY. 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, S. R. Bernstein. BRANCH OFFICES: 330 W. 42nd St., New York, N. Y. Phone, BRyant 9-6431; 1226 National Press Bldg., Washington, D. C. Phone, REpublic 7659. Treats radio strictly from the merchandising viewpoint; prints details of networks and talent used, but does not use material dealing with show-business phases of radio; also regularly prints statistical material on broadcasting, such as volume of time sales for major networks, and money spent on air by leading national advertisers, as well as news and discussions of broadcast trends and developments of interest to advertisers and advertising agencies.

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Advertising & Selling

MONTHLY. 9 E. 38th St., New York, N. Y. Phone, CAledonia 5-9770. Published by Robbins Publishing Co. President, J. H. Moore; Editor, F. C. Kendall; Advertising Manager, Robert G. Allison. BRANCH OFFICES: 1328 Peoples Gas Bldg., Chicago, Ill., Harry Hoole, Western Adv. Mgr.; 714 West 10th St., Los Angeles, Calif., Ned Brydone-Jack, Representative. Limited largely to interpretation of major trends in the operation of radio advertising from point of view of network, agency, and sponsor. Major personnel changes and network time sales are reported periodically. Emphasis in all coverage of radio activity is on pictorial elements involved.

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The Billboard

WEEKLY. 25 Opera Place, Cincinnati, Ohio. Phone, Main 5306. Publisher, The Billboard Publishing Co.; Managing Editor, R. S. Littleford, Jr. (Cincinnati); Radio Editor, Leonard Traube (New York); President-General Manager, E. W. Evans; Secretary, W. D. Littleford; Advertising Manager, C. J. Latscha. BRANCH OFFICES: Ashland Bldg., Chicago, Ill., Maynard Reuter, Manager; 1564 Broadway, New York, N. Y., Joseph Csida, General Manager; 323 Commercial Exchange Bldg., Los Angeles, Calif., Sam Abbott, Manager. The editorial policy of this publication's radio department is concerned with the showmanship, talent and business phases of the broadcasting industry.

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Boxoffice

WEEKLY. 9 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-6370. Editor - in - Chief and Publisher, Ben Shlyen; Editor, William G. Formby; News Editor, James M. Jerauld; Eastern Editor, William Ornstein; Chicago Correspondent, Hal Tate; Hollywood Manager, Ivan Spear; General Manager, Raymond Levy. Covering briefly all radio developments of interest to the motion picture industry.

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Broadcasting—Broadcast Advertising

WEEKLY. National Press Bldg., Washington, D. C. Phone, Metropolitan 1022. Publisher, Martin Codel; Editor, Sol Taishoff; N. Y. Correspondent, Bruce Robertson; Chicago Correspondent, S. J. Paul; Los Angeles Correspondent, David Glickman; Business Manager, Norman R. Goldman; Advertising Manager, Maury Long (New York). Trade journal of the broadcasting and broadcast advertising fields.

1st

in total advertising linage

number of radio advertisers

number of exclusive radio advertisers

number of radio insertions

That's how ADVERTISING AGE stacks up for 1942, in maintaining its unchallenged position as the primary promotional medium of the broadcasting field. It is used by more broadcasting companies than any other general advertising publication. It's the preferred medium for contacting the national advertising field.

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ABC ABP

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SAN FRANCISCO
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Business Promotion

MONTHLY. Merchandise Mart, Chicago, Ill. Phone, Whitehall 6614. Publisher, Henry S. Bunting; General Manager, Van Asmus Bunting. Business Promotion publishes information concerning all premium, prize and advertising-gift offers on the radio. Readers are sales promoters and all users of premiums and gifts as sales promotional material. Radio sponsors, stations and agencies are eligible to receive Business Promotion on a complimentary basis. Editorial content is based on premium usage in promotional campaigns.

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Canadian Advertising

QUARTERLY (January, April, July and October). 481 University Ave., Toronto, Ont., Canada. Phone, Adelaide 9131. Publisher, MacLean Publishing Co.; Manager & Editor, J. E. Gordon; Group Manager of Techenical Publications, J. L. Craig; Data Editor, Margaret N. White. BRANCH OFFICES: Dominion Square, Montreal, Canada; 919 N. Michigan Ave., Chicago, Ill.; 522 Fifth Ave., New York, N. Y. This publication is an advertising media data book which includes a listing of Canadian radio stations, their rates, time on the air, power, frequency, etc.; besides media references it contains articles reviewing advertising activities in Canada.

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Communications

MONTHLY. 19 East 47th St., New York, N. Y. Phone, Plaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, Lewis Winner; Business Manager, B. S. Davis; General Manager, Paul S. Weil. Circulates among engineers, executives and other personnel engaged in the design, manufacture, installation, operation, service and maintenance of radio and wire communications, broadcast stations—police, marine, aeronautical radio and other point to point services—sound recording and projection—public address—television and picture transmission—and in the manufacture of all radio equipment and accessories, components and instruments used in these fields. Editorial content features technical articles covering the entire communications field.

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Daily Variety

DAILY. 1708 North Vine St., Hollywood, Calif. Phone, HOllywood 1141. President, Sid Silverman; Editor, Arthur Ungar. BRANCH OFFICES: See listing under Variety Weekly.

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Editor and Publisher

WEEKLY. 1700 Times Tower, New York, N. Y. Phone, BRyant 9-3052. President, James W. Brown; Publisher, James W. Brown, Jr.; Editor, Arthur T. Robb; Managing Editor, Robert U. Brown; General Manager-Advertising Director, Charles T. Stuart; Chicago Correspondent, G. A. Brandenburg; Los Angeles Correspondent, Ken Taylor; Washington Correspondent, James J. Butler. Prints radio news of interest to the newspaper and advertising fields; news of newspaper-owned stations; station applications by newspapers; FCC rulings, etc.

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Electronic Industries

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher, M. Clements; Editor, Dr. Orestes H. Caldwell. Electronic Industries is published for all who design, produce, or operate radio and electronic equipment.

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Electronics

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Managing Editor, Beverley Dudley; Associate Editor, W. MacDonald; Chicago Correspondent, Branch Office; Los Angeles Correspondent, Branch Office; Publisher, H. W. Mateer; Sales Manager, Wallace B. Blood. Branch Offices: 1427 Statler Bldg., Boston, Mass., Ralph Flynn; 520 North Michigan Ave., Chicago, Ill., Charles Wardner; 1510 Hanna Bldg., Cleveland, Ohio, Leonard P. Canty; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 883 Mission St., San Francisco, Cal., R. N. Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maultsby. A magazine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields —Design—Engineering—Manufacture.

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Film Daily

DAILY. 1501 Broadway, New York, N. Y. Phone, BRyant 9-7117. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk; Washington Correspondent, Andrew H. Older, 520 Third St., N. W. Phone,

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District 1253; Chicago Correspondent, Joseph Esler. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Cal., Ralph Wilk. The Daily Newspaper of Motion Pictures: FILM DAILY reports the news of every phase of the motion picture, as well as television and radio to the extent they concern the film field.

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FM Radio-Electronic Engineering

MONTHLY. 21 E. 37th St., New York, N. Y. Phone, LExington 2-8070. Editor-Publisher, M. B. Sleeper; Circulation Manager, M. Smollett. BRANCH OFFICE: 360 N. Michigan Ave., Chicago, Ill. Phone, State 4439. William Fleischman. This publication deals with radio-electronic development, engineering, and manufacturing and includes the monthly Radio-Electronic products directory.

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Hollywood Reporter

DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood, Cal. Phone, HIllside 7411. Editor and Publisher, W. R. Wilkerson; Managing Editor, Reed Porter; Business Manager, John Rohlfs; Assistant to Publisher, George Kennedy; Manager of New York Office, Jack Harrison; Radio Editor, Dave Hanna. BRANCH OFFICES: 229 West 42nd St., New York, N. Y., Manager, Jack Harrison, Phone, WIsconsin 7-2470; 540 No. Michigan Ave., Chicago, Ill.; 2, Deanery Mews, Park Lane W. 1, London, England; Erzebet Korut 7, Budapest; Gratte Ciel, Antwerp; Pelayo 1, Barcelona; Kungsgatan 28, Stockholm; 198 Pitt St., Sydney; San Martin 501, Buenos Aires. A publication devoted to the Motion Picture industry, its allies, and radio.

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Industrial Marketing

MONTHLY (Except 2 issues). 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, Ralph O. McGraw. BRANCH OFFICE: 330 West 42nd St., New York, N. Y. Phone, BRyant 9-6432. This publication prints all available news stories about the use of radio by industrial marketers.

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Marketing

WEEKLY. 119 York St., Toronto, Ont., Canada. Publisher, W. A. Lydiatt.

Metronome

MONTHLY. 119 West 57th St., New York, N Y. Phone, CIrcle 7-4500. Publisher, Metronome Corp.; President, Ned Bitner; Editor, George Simon; Associate Editor, Barry Ulanov; Radio Editor, Edward H. Dunkum. This publication is a trade journal in the field of popular music, giving world coverage on news of the dance band and popular music fields; radio, band, stage, show and record reviews, interviews and personality stories, instruction departments conducted by leading exponents of the various dance band instruments.

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Motion Picture Daily

DAILY. 1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-3100. Publisher, Martin Quigley; Editor, Sam Shain; Chicago Correspondent, Oscar Lundy; Los Angeles Correspondent, W. R. Weaver; Business Manager, T. J. Sullivan; Radio Advertising Manager, James A. Cron. BRANCH OFFICES: 6305 Yucca St., Hollywood, Calif.; 624 S. Michigan Ave., Chicago, Ill.; 4 Golden Square, London W-1, England. Spot news coverage; also radio news and columns.

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Movie-Radio Guide

MONTHLY. 731 Plymouth Court, Chicago, Ill. Phone, Wabash 5050. Publisher, Triangle Publications, Inc.; General Manager, Harry Hayden; Supervising Editor, Carl A. Schroeder (Hollywood); Managing Editor, Ruth Bizzell (Chicago); Circulation Manager, R. E. Haig (Chicago). EDITORIAL OFFICES: 551 Fifth Ave., New York, N. Y., Phone, MUrray Hill 2-4690; 8580 Sunset Blvd., Hollywood, Calif. Movie-Radio Guide is a fan publication printed in 14 sectional editions covering the entire United States and Canada. It contains program schedules of all important stations in each area; news and gossip stories and pictures of movie and radio artists; reviews, etc.

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Music News

TWICE MONTHLY (Except monthly in July, August and September). Suite 615, 310 S. Michigan Ave., Chicago, Ill. Phone, WABash 5595. Editor-in-Chief, Lois Watt North; Managing Editor, Hans Rosenwald; Sales Manager, Milton Edwards; Business Manager, Robert W. Barclay. Music News is a feature and

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Music Times

TWICE - MONTHLY. 501 Plymouth Court, Chicago, Ill. Phone, Harrison 0144. Editor-Publisher, J. Bradford Pengelly. In each issue there is a section devoted to radio under the heading, "Records, Radio and Television."

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Music Trade Review

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-5842. Editor, Carleton Chace. Music Trade Review has a monthly department on radio, radio-combinations, records, etc., comprising news of the trade and merchandising articles for the benefit of the retail music merchant.

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The Music Trades

MONTHLY. 113 West 57th St., New York, N. Y. Phone, CIrcle 7-0520. Publisher, John F. Majeski; Editor, William J. Dougherty. BRANCH OFFICES: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. The Music Trades is devoted to reports of current activities and new developments among manufacturers and dealers of all kinds of musical instruments including radio and phonograph.

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Musical Advance

MONTHLY. 100 West 57th St., New York, N. Y. Phone, CIrcle 7-3206. Publisher-Editor, Spencer B. Driggs; Advertising Manager, V. E. Matlack; Radio Editor, Frank C. Barber.

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Musical America

EIGHTEEN TIMES YEARLY. 113 West 57th St., New York, N. Y. Phone, CIrcle 7-0520. Publisher, John F. Majeski; Editor, Oscar Thompson; Advertising Manager, M. B. Swaab. BRANCH OFFICE: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. Musical America reports current musical events in the United States and all foreign centers of interest to musicians, music lovers, music clubs and students.

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Musical Courier

TWICE MONTHLY. 119 West 57th St., New York, N. Y. Phone, CIrcle 7-4500. Publisher, Music Periodicals Corp.; Editor, Leonard Liebling; Managing Editor and President, Alfred Human; Chicago Correspondent, Rene Devries; Los Angeles Correspondent, Richard Drake Saunders. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Assoc. Editor; 5617 Hollywood Blvd., Hollywood, Calif., Richard Drake Saunders, West Coast Manager. Review of better class musical programs throughout the world in each issue; comments on broadcast programs.

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Musical Digest

MONTHLY. 119 West 57th St., New York, N. Y. Phone, CIrcle 7-1124. Editor-Publisher, Pierre Key; Managing Editor, Irene E. Haynes. Musical Digest prints newsy notes and reviews on broadcasts of serious music as well as occasional comment on broadcasts by musical artists.

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The Musician

MONTHLY. 139 E. 47th Street, New York, N. Y. Phone, PLaza 3-2024. Editor, Nicholas de Vone; Publisher, John C. Gerstner. The Musician publishes news and comments on happenings in the music world as well as educational and analytic articles regarding serious music. It is the official organ of the American Music Foundation.

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Pan-American Radio

MONTHLY. 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Publisher-Editor, Herbert Rosen. This publication is an organ of information concerning broadcasting and its problems as they relate to both North and South America. It is printed in three different languages, English, Spanish and Portugese in one and the same edition.

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Parts

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-5842. Editor, John Yezbak; Circulation Manager, G. G. Lyon; Managing Editor, Daniel Webster; Merchandising Editor, Alex H. Kolbe. Parts is edited exclusively for radio parts and tube wholesalers and their sales staffs. It endeavors to cover all merchandising trends, new product developments and manufacturing merchandising policies.

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Printers' Ink

WEEKLY. 205 E. 42nd St., New York, N. Y. Phone, MUrray Hill 3-6500. Publisher, Printers' Ink Publishing Co.;

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Proceedings of the I. R. E.

(Institute of Radio Engineers)

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-5661. Publisher, Inst. of Radio Engineers; Editor, Dr. Alfred N. Goldsmith; Secretary, Harold P. Westman; Advertising Manager, William C. Copp. The Proceedings is an engineering journal publishing technical paper on radio and allied subjects. Papers are published after review by three committees and the editor. Releases and other news cannot be used, but new commercial literature of engineering interest is listed each month.

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Proceedings of the Radio Club of America

SIX ISSUES PER YEAR (Approximately). 11 West 42nd St., New York, N. Y. Phone, LOngacre 5-6622. Publisher, Radio Club of America, Inc.; President, Paul Ware; Editor, Charles E. Dean. This publication contains texts of engineering papers on radio subjects and brief accounts of club activities. Subscriptions are available to non-members.

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Q S T

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; Editor, Kenneth B. Warner; Executive Editor, Clinton B. DeSoto; Advertising Manager, F. Cheyney Beekley; Circulation Manager, David H. Houghton, Technical Editor, George Grammer. This publication is the official organ of the American Radio Relay League and is devoted to publication of technical data and the activities and developments in amateur radio.

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Radio Advertising Rates and Data

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President, Albert Moss; Vice-President - Assistant Treasurer, C. Laury Botthof; Vice President-Secretary, Albert William Moss; Treasurer-General Manager, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, LExington 2-6611; 816 W. Fifth St., Los Angeles. Radio station rates service revised and issued monthly.

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Radio-Craft

MONTHLY. 25 West Broadway, New York, N. Y. Phone, REctor 2-9690. President and Publisher, H. Gernsback; Associate Editor, Karl E. Schnabel. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill. Phone, Superior 7306. This publication reports latest developments in the radio art, radio telephony, electronics, television, amateur radio, ham set construction, public address and facsimile, including servicing, trade news and technical descriptions.

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Radio Daily

DAILY. 1501 Broadway, New York, N. Y. Phone, WIsconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, M. H. Shapiro; Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Frank Burke. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. The National Daily Newspaper of Commercial Radio and Television.

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Radio and Electrical Sales

46 Bloor St. W., Toronto, Ont., Canada. Phone, Randolph 2137. Publisher, Weston Wrigley; Editor, G. B. Wrigley; Advertising Manager, A. H. Boyd. A merchandising publication featuring window and store displays and advocating trade organization.

(*This publication has been discontinued during the war period and has been replaced by an annual edition, Canadian Radio Data Book.*)

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Radio Life

WEEKLY. 1029 W. Washington Blvd., Los Angeles, Calif. Phone, RIchmond 5262. Publisher, Carl M. Bigsby; Managing Director, Culbreth Sudler; Business Manager, Vinson Vaughan; Editor, Evelyn Bigsby; Radio Editor, Hal Julian. BRANCH OFFICE: 1558 No. Vine St., Hollywood, Calif. Phone HEmpstead 2025. Radio Life carries complete logs for all Southern California stations, radio's weekly highlights, and a rotogravure section.

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Radio Mirror

MONTHLY. 205 East 42nd St., New York, N. Y. Phone, LExington 2-9050. Publisher, Macfadden Publications, Inc.; Editorial Director, Fred R. Sammis; Managing Editor, Doris McFerran; Associate Editor, Belle Landsman; Los Angeles Correspondent, Elaine Osterman; Advertising Manager, Walter Hanlon. BRANCH OFFICES: 221 North La Salle St., Chicago, Ill., Manager, Edward F. Lethen, Jr.; 420 Market St., San Francisco Calif.; 7751 Sunset Blvd., Hollywood, Calif. News and pictures of stars and shows; fictionizing of radio serials; reprints of outstanding and important broadcasts; biographies; program listings.

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Radio News

MONTHLY. 540 N. Michigan Ave., Chicago, Ill. Phone, Delaware 6100. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; Editor, B. G. Davis; National Advertising Manager, Sanford L. Cahn; Managing Editor, Oliver Read. BRANCH OFFICE: 270 Madison Ave., New York, N. Y.; Executive Assistant, Charles R. Tighe. This publication is a technical magazine devoted to radio in war, including articles for the servicemen, dealer, recordist, experimenter and amateur.

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Radio Press Service

WEEKLY. 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Published by Heros Service; Editor, Herbert Rosen. Radio Press Service is an international news service published in three languages. Service consists of information, articles and photographs.

Radio Retailing Today

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher and General Manager, M. Clements; Editor, Orestes H. Caldwell. Publication devoted to dealers, manufacturers, service men and distributors.

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Radio and Television Weekly

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; Advertising Manager, Sidney E. Davis. Radio and Television Weekly publishes news of the radio, television and phonograph record industries (manufacturing and merchandising of products).

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Radio-Television Journal

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-5842. Publisher, Kolbe Publications, Inc.; Editor, Daniel Webster; Advertising Director, Alex H. Kolbe.

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Radiotime

TWICE MONTHLY. Sun Life Bldg., Montreal, Quebec, Canada. Phone, PLateau 6494. President, W. E. Elliott; Vice-President, W. P. Haynes; Secretary-Treasurer, E. R. Romte. BRANCH OFFICE: 45 Richmond St., W., Toronto, Ont., Canada. Manager, J. M. Teckie. Radiotime is a composite of individual Canadian radio station program schedules which are standardized and published in one edition.

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Radio Trade-Builder

MONTHLY. 347 Adelaide St., West, Toronto, Ont., Canada. Phone, Adelaide 6261. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; National Advertising Manager, John T. Rochford. BRANCH OFFICES: 2118 Bleury St., Montreal, Que., Canada; 75 East Wacker Drive, Chicago, Ill. This publication reports general trade news of interest to radio dealers and servicemen, jobbers and manufacturers, radio

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engineers, broadcasting stations, etc. It also contains merchandising and service articles of interest to retail radio trade.

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Sales Management

SEMI-MONTHLY. 420 Lexington Ave., New York, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; Executive Editor and General Manager, Philip Salisbury; Advertising Manager, Merril V. Reed. BRANCH OFFICES: 333 N. Michigan Ave., Chicago, Ill., Phone State 1266, C. E. Lovejoy, Manager; 15 East de la Guerra, Santa Barbara, Calif., Phone, 6405, Warwick S. Carpenter, Manager. Sales Management's editorial front is a broad one, embracing all the phases of general management, market analysis, operation of the sales force, use of advertising media and other sales tools, advertising agency relations, consumer research, product design, etc., which fall within the limits of the responsibility of the Director of Sales of a business concern. Specifically this publication publishes from time to time articles on the use of radio as an advertising medium; stories (in the Media Department) on the latest news in radio and network development; histories of stations' and networks' growth. The publication issues an annual survey of buying power in April for the purpose of presenting statistical information for evaluating markets. Survey provides data on current family and per capita income by counties, cities and states, together with estimates on retail sales and other market factors for all population units.

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Service

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, Robert G. Herzog (on leave); Business Manager, B. S. Davis; General Manager, Paul S. Weil; Advertising Manager, F. Walen. Circulates among distributors of radio parts and accessories, radio set distributors, distributors of public address equipment and all types of sound apparatus; service organizations specializing in radio and allied industries; service departments of radio set and parts distributors and dealers, department stores, radio set manufacturers, public address manufacturers, and kindred lines; radio dealers, sporting goods, music and automotive stores as well as other retailers handling radio and television; independent radio service men and service engineers. Editorial content features technical and semi-technical articles, business helps and news of the industry, etc.

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Standard Rate and Data Service

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President, Albert Moss; Vice-President and Assistant Treasurer, C. Laury Botthof; Vice President-Secretary, Albert William Moss; Treasurer-General Manager, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, LExington 2-6611; 816 W. Fifth St., Los Angeles. Advertising rate service for publication field revised and issued monthly.

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Tide

SEMI-MONTHLY. 232 Madison Ave., New York, N. Y. Phone, AShland 4-3390. President and Publisher, David Frederick; Editor, Reginald T. Clough; Radio Editor, Clifford H. Rainsdell; Vice-President, J. E. West; Los Angeles Representative, R. J. Birch. BRANCH OFFICES: 360 N. Michigan Ave., Chicago, Ill., J. E. West; 607 South Hill St., Los Angeles, Calif., R. J. Birch; 300 Montgomery St., San Francisco, Calif., R. J. Birch. Report radio news of interest to agency executives and advertisers.

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Variety

WEEKLY. 154 West 46th St., New York, N. Y. Phone, BRyant 9-8153. Publisher, Sid Silverman; Editor, Sid Silverman; Business Manager, Harold Erichs; Advertising Manager, Herman Steinbruch. BRANCH OFFICES: 54 W. Randolph St., Chicago, Ill., Hal Halperin; 1708-10 No. Vine St., Hollywood, Calif., Arthur Ungar.

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Western Advertising

SEMI-MONTHLY. 564 Market St., San Francisco, Calif. Phone, GArfield 8966. Editor and Publisher, Ramsey Oppenheim. Assistant Publisher, R. S. Oppenheim. New developments in radio generally and reporting news of western accounts and stations from a commercial angle.

Trade Coverage

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House and Organization Publications

The Adcrafter

WEEKLY (Official publication of Adcraft Club of Detroit). 2337 Book Tower, Detroit, Mich. Randolph 7225. Managing Editor, Harold M. Hastings; Publication Committee, Percy Atkinson (Chairman), Hil F. Best, A. deG. Conkey, F. Lee Johnston. Weekly news of advertising sales events, and people in the Detroit area. Monthly issues, including Annual Radio Number, discontinued for the duration.

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Bell Laboratories Record

MONTHLY. 463 West St., New York, N. Y. Phone, CHelsea 3-1000. Editor, P. B. Findley. Confines itself to the work and developments of Bell Telephone Laboratories. This publication is designed to strike a median level between the popular stories of the radio magazines and the technical presentations of the professional journals.

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Bell Telephone Magazine

QUARTERLY. 195 Broadway, New York, N. Y. Phone, EXchange 3-9800. Publisher, Information Department of the American Telephone & Telegraph Co. Bell Telephone Magazine publishes historical, technical and statistical information concerning communications, particularly with regard to the operations of the Bell Telephone System.

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Broadcast News

OCCASIONALLY, FOR THE DURATION. C/o RCA Manufacturing Co., Camden, N. J. Editor, P. V. Lutz. Broadcast News publishes technical material of interest to broadcast station engineers.

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Electrical Communication

QUARTERLY. 67 Broad St., New York, N. Y. Phone, BOwling Green 9-3800. Editor, H. T. Kohlhaas. Electrical Communication is the technical journal of the International Telephone and Telegraph Corporation and associate companies, published by the International Standard Electric Corp.

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General Radio Experimenter

MONTHLY. 30 State St., Cambridge, Mass. Phone, TRObridge 4400. This publication is a house organ for the General Radio Co. and contains descriptions of the latest radio and electrical measuring instruments and their applications. This publication is available only to scientists, engineers and technicians engaged in development, research and maintenance of radio and industrial electrical equipment.

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FREC Service Bulletin

MONTHLY. Federal Radio Education Commission, c/o U. S. Office of Education, Washington, D. C. Editor, (Mrs.) Gertrude G. Broderick. This Publication is distributed free to broadcasters and educators. Its purpose is to serve as a medium of the exchange of information concerning education through radio on a national scale. Activities of all educational groups using radio are reported.

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The International Musician

MONTHLY. 39 Division St., Newark, N. J. Phone, HUmboldt 2-3400. Publisher-Editor, Leo Cluesmann. BRANCH OFFICE: 366 Madison Ave., New York, N. Y. Phone, MUrray Hill 2-5979. The International Musician's editorial content is devoted to all branches of the music business from circus to grand opera. Special mention is made of radio broadcasts of symphony and opera performances.

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Journal of the Association for Education by Radio

MONTHLY. 228 N. LaSalle St., Chicago, Ill. Phone, DEarborn 7801. President, Harold W. Kent; Chairman, Publications Committee, Elizabeth Goudy; Editor, Jim Hanlon; Business Manager, George Jennings. This publication is devoted to news articles and program listings of educational radio and recordings.

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Radio Review

BI-MONTHLY (September to June inclusive). 113 West 57th St., New York, N. Y. Phone, Circle 7-4110. Publisher, Women's National Radio Committee; Executive Secretary, Mrs. Rosalie Wolf. Radio Review carries comments on developments in radio; reviews of new and current programs; reports of activities of the Women's National Radio Committee and its cooperating organizations. Its appeal is directed to radio listeners interested in raising the standards of programs.

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Based Upon the Latest Available

UNITED STATES CENSUS FIGURES

Including Latest Statistical Data On "Shifting Populations" Resulting From the War Effort.

RADIO MARKETS IN WAR-TIME

By Robert A. Litzberg
Statistician, Radio Daily

In a peace-time economy the decennial population count as taken by the U. S. Census Bureau, the last of which was tabulated only two years ago (1940), would suffice the most exacting of market research men. Formerly it was only when the half-way mark in the decade had been reached that there was talk of new data on population totals and estimated changes. Today, with our nation at war, market analysts are faced with the problem of "shifting population", occasioned by the demands of a great country in arms. What was once a skeleton-manned army post in a rural area, is now a self-contained city of upwards of 50,000 men in uniform; what was formerly an industrial area with an 8-hour-per-day working population, is now a three-shift city with thousands of new workers imported from other sections of the country.

Research Responsibility

This "shifting population" has knocked normal marketing processes out of kilter and has placed an added responsibility on market research men, whose job is to evaluate market potentialities in order to facilitate the distribution of commodities. In the section that follows this article it is our purpose to present to the industry up-to-date authoritative data to be used in studying markets and also in preparing sales stories for individual markets.

For practical usage, the census presentation of the 1943 RADIO ANNUAL is divided into two sections. The first is designed to give basic information as released by the Bureau of Census in 1940; the second consists of later studies by the Census Bureau and the Office of Price Administration and has for its purpose to show estimated shifts in population resulting from the war effort since the 1940 Census. This first section consists of a breakdown by state and county of total population, families, radio homes and retail-service trade data; all this material is taken from the 1940 Census except the retail-service figures, which are a part of the most recent census of retail trade, and the NAB estimated figure* for radio homes which is presented along with the Census totals for comparison purposes. Various classifications are defined at the end of this introductory article.

"Shifting Population"

In the second section of its census presentation, the 1943 edition of the RADIO ANNUAL presents current data on "shifting population". The source of this information is the Bureau of Census and the Office of Price Administration, both these Federal agencies having made estimates of various municipal and county areas. (137 metropolitan areas and 210 counties.) It is to be noted that these federal agencies have not attempted to estimate all of the 3,100 counties in the United States and that material in this volume is as complete as was available at press-time. It is so arranged that comparisons between 1940 Census figures and the more recent estimates may be made easily. The Bureau of Census has estimated in actual number changes in population; the Office of Price Administration has only released percentage increases by county. All the data is arranged in this volume under the respective states to facilitate its use by those preparing coverage studies.

Definitions

For purposes of using the market and population statistics contained in this volume the following definitions apply:

Total Population: This figure is a revised and final U. S. Census Bureau total of the number of persons living in the individual counties of the country and the District of Columbia, obtained by a house-to-house canvass during the 16th Census of the United States (1940).

Urban Population: As defined by the Census Bureau this figure, with a few exceptions, consists mainly of these people living in *incorporated* places of 2,500 or more.

Rural Population: The remainder of population, after the urban figures had

* The National Association of Broadcasters issued its estimated increases over the 1940 Census Bureau's radio homes figures in its issues of the association's weekly news letter; they are based on the theory that, in the actual physical count of radio homes taken by the Bureau of Census, there was a certain percentage of population not reporting; this additional percentage has been projected using the Census totals as a basis.

been determined, was classified as rural.

Families: The family figure is obtained from Housing Studies of the 16th Census. It is the total occupied dwelling unit count and has been recognized by the Bureau and research authorities as indicative of the total number of families in the country.

Radio Homes

Radio Homes: (1) 1940 Census. One of the questions asked by investigators taking the physical count of population for the 1940 Census was whether the home had a radio. The figure, by county, under the column titled "1940 Census" are taken from the housing study of population for 1940 as released by the Bureau. (2) NAB Projection. The National Association of Broadcasters has issued projections of the 1940 "radio homes" figure of the Bureau of Census (see footnote in this article). The figures listed under the column titled "NAB Projection" were issued as estimates by the trade association.

Store: For census purposes "store" is defined as the "place where a business is conducted and a place that is readily recognizable as a place of business."

Sales: This term is defined as total operating receipts of the included establishments after deductions of refunds and allowances for returned merchandise have been made.

Retail-Service: This figure is a total of all retail trade data taken from the Retail Trade Census and including 99 kinds of retail business plus over 250 types of service establishments. Service establishments are classified into seven major groups: (1) personal such as barber shops, cleaning and dyeing plants, photo studios, etc.; (2) business such as credit bureaus, advertising agencies, sign-painters, etc.; (3) services allied to transportation such as warehousing; (4) automotive repairs and services such as repair shops, paint shops, battery, ignition and tire repair shops. etc.; (5) other repair shops such as blacksmiths, piano-tuners, radio service men, etc.; (6) custom industries such as printing, publishing, cabinet making, etc.; (7) miscellaneous such as circulating libraries, livery stables, tree surgeons.

Metropolitan Districts

Metropolitan Districts: The Bureau of Census in establishing Metropolitan Districts for cities of 50,000 population and more includes, in addition to the central city or cities, all adjacent and contiguous minor civil divisions having a population density of 150 or more per square mile. The metropolitan district is thus not a political unit but rather an area with common economic, social and, often, administrative interests.

Estimated Civilian Population, May 1, 1940: These estimates of civilian population have been prepared by the Bureau of Census in response to many requests from war agencies and other organizations for information on the population in various areas, excluding persons in the armed forces. A large movement of civilian population since the 1940 Census to centers of war activity is revealed in the estimates. Of 137 metropolitan counties or groups of counties, 88 showed a gain in civilian population between April 1940 and May 1942, 43 showed a decline, and 6 showed no appreciable change. The net increase in civilian population of all the metropolitan counties was 1,853,000 or 2.8 per cent, which may be compared with the net decrease of almost exactly the same percentage in the remainder of the United States. The largest gains were noted in Detroit, Washington, D. C., Chicago, Los Angeles, Norfolk, Portsmouth and Newport News, Va., St. Louis, San Diego, San Francisco and Oakland. Losses occurred in New York-Northeastern New Jersey metropolitan counties. The extreme changes are attributable mainly to net in-migration or out-migration rather than natural increase or decrease. Metropolitan counties with high rates of growth were in practically every case those with more than average wartime activity and vice versa in the case of areas with only a few important plants working on war contracts. Gains were effected despite the substantial number of men who have entered the armed forces.

The estimates are based mainly on the number of persons registering for War Ration Book Number 1 (sugar).

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA): These figures indicate the recorded percentage increases in population over the 1940 Census as computed by the OPA for administrative purposes on the basis of reported data of the registration for War Ration Book One, estimated increases in military personnel, and other factors where known, such as recent influx of war workers. Where no percentage incerase is shown for a county the data is not available.

Editor's Note: The 1942 *RADIO ANNUAL presented statistics for the latest Census of Retail Trade in detail for Food, Drug, Automotive and Apparel stores and sales. For those readers having use for this type of material, it is suggested that they refer to that volume.*

UNITED STATES RADIO MARKETS

POPULATION—FAMILIES—RADIO HOMES BY STATE AND COUNTY

(1940 U. S. Census)

State	POPULATION Total	POPULATION Urban	POPULATION Rural	Families	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Alabama ..	2,832,961	855,941	1,977,020	673,815	321,671	332,776	32,917	$467,334
Arizona ...	499,261	173,981	325,280	131,133	87,781	90,394	8,061	172,883
Arkansas ..	1,949,387	431,910	1,517,477	495,825	244,586	252,148	27,024	320,973
California .	6,907,387	4,902,265	2,005,122	2,138,343	1,933,031	1,987,204	163,651	3,515,950
Colorado ..	1,123,296	590,756	532,540	316,000	258,573	267,295	22,971	436,576
Connecticut.	1,709,242	1,158,162	551,080	448,682	417,259	429,260	34,225	763,295
Delaware ..	266,505	139,432	127,073	70,541	59,921	61,380	5,988	116,810
District of Columbia.	663,091	663,091	———	173,445	158,377	162,446	10,723	442,259
Florida ...	1,897,414	1,045,791	851,623	519,887	326,447	336,803	36,849	661,022
Georgia ...	3,123,723	1,073,808	2,049,915	752,241	381,668	394,755	42,968	670,021
Idaho	524,873	176,708	348,165	141,727	118,824	122,471	8,944	184,503
Illinois ...	7,897,241	5,809,650	2,087,591	2,192,724	1,974,604	2,023,969	151,829	3,152,602
Indiana ...	3,427,796	1,887,712	1,540,084	961,498	826,603	848,325	63,979	1,130,514
Iowa	2,538,268	1,084,231	1,454,037	701,824	617,006	633,168	52,780	870,632
Kansas ...	1,801,028	753,941	1,047,087	511,109	411,984	424,457	37,592	503,948
Kentucky .	2,845,627	849,327	1,996,300	698,538	444,416	456,633	40,283	554,228
Louisiana .	2,363,880	980,439	1,383,441	592,528	307,883	315,261	32,356	522,652
Maine	847,226	343,057	504,169	218,968	184,348	189,300	17,758	296,057
Maryland .	1,821,244	1,080,351	740,893	465,183	396,338	410,164	34,063	664,491
Massach's'ts	4,316,721	3,859,476	457,245	1,120,694	1,044,830	1,077,642	84,000	1,876,113
Michigan ..	5,256,106	3,454,867	1,801,239	1,396,014	1,271,499	1,304,149	90,038	1,954,069
Minnesota .	2,792,300	1,390,098	1,402,202	728,359	647,499	664,296	54,511	1,081,158
Mississippi.	2,183,796	432,882	1,750,914	534,956	205,613	213,312	24,421	303,274
Missouri ..	3,784,664	1,960,696	1,823,968	1,068,642	832,590	853,299	73,694	1,201,439
Montana ..	559,456	211,535	347,921	159,963	134,503	137,900	11,113	232,366
Nebraska ..	1,315,834	514,148	801,686	360,744	298,790	305,681	26,949	423,568
Nevada ...	110,247	43,291	66,956	33,291	26,200	27,119	2,641	65,183
N. H'mpshire	491,524	283,225	208,299	132,936	116,809	119,664	9,639	192,529
New Jersey.	4,160,165	3,394,773	765,392	1,100,260	1,020,466	1,050,612	91,715	1,704,931
New Mexico	531,818	176,401	355,417	129,475	66,609	69,053	8,229	132,117
New York .	13,479,142	11,165,893	2,313,249	3,662,113	3,385,703	3,498,754	302,325	6,243,699
N. Carolina.	3,571,623	974,175	2,597,448	789,659	471,863	487,353	44,328	675,361
N. Dakota.	641,935	131,923	510,012	152,043	131,000	134,437	11,049	162,780
Ohio	6,907,612	4,612,986	2,294,626	1,897,796	1,697,672	1,739,399	127,215	2,616,387
Oklahoma .	2,336,434	879,663	1,456,771	610,481	405,754	420,182	39,448	549,054
Oregon ...	1,089,684	531,675	558,009	337,492	290,641	299,226	22,714	476,363
Penna. ...	9,900,180	6,586,877	3,313,303	2,515,524	2,259,288	2,323,980	179,692	3,346,477
Rhode Island	713,346	653,383	59,963	187,706	176,739	179,652	14,423	296,690
S. Carolina.	1,899,804	466,111	1,433,693	434,968	209,542	215,636	23,871	351,101
S. Dakota.	642,961	158,087	484,874	165,428	136,049	139,854	12,781	177,601
Tennessee ..	2,915,841	1,027,206	1,888,635	714,894	434,733	446,943	37,613	650,526
Texas ...	6,414,824	2,911,389	3,503,435	1,678,396	1,090,206	1,122,042	116,824	1,940,914
Utah	550,310	305,493	244,817	139,487	126,418	128,923	8,759	182,144
Vermont ..	359,231	123,239	235,992	92,435	80,253	81,905	7,208	129,351
Virginia ...	2,677,773	944,675	1,733,098	627,532	409,978	421,078	38,793	672,402
Washington.	1,736,191	921,969	814,222	537,337	472,553	486,684	36,938	722,300
W. Virginia	1,901,974	534,292	1,367,682	444,815	326,347	334,239	24,120	423,651
Wisconsin .	3,137,587	1,679,144	1,458,443	827,207	743,078	758,449	61,062	1,127,415
Wyoming ..	250,742	93,577	157,165	69,374	57,126	58,531	5,312	104,700
Total U.S..	**131,669,275**	**74,423,702**	**57,245,573**	**34,854,532**	**28,041,671***	**28,838,203**	**2,416,383**	**$45,462,207**

* The Bureau of Census has issued a revised total for radio homes of 28,048,219 which is a difference of 6,548 or less than .03 of one per cent.

All money figures in the retail-service column are in thousands ($000) of dollars.

ALABAMA

Population	2,832,961
Families	673,815
Radio Homes, 1940 Census	321,671
Radio Homes, NAB Projection	332,776

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Autauga	20,977	2,664	18,313	4,973	1,408	1,483	189	$1,518
Baldwin	32,324	—	32,324	8,000	3,587	3,699	459	5,167
Barbour	32,722	6,269	26,453	7,657	2,140	2,231	360	3,264
Bibb	20,155	—	20,155	4,636	2,077	2,122	253	2,073
Blount	29,490	—	29,490	6,665	2,767	2,858	336	2,499
Bullock	19,810	3,107	16,703	4,673	932	951	221	1,763
Butler	32,447	5,075	27,372	7,382	2,248	2,345	349	3,464
Calhoun	63,319	32,537	30,782	15,021	8,619	8,830	847	11,653
Chambers	42,146	6,141	36,005	9,888	4,475	4,629	386	3,367
Cherokee	19,928	—	19,928	4,419	2,478	2,520	306	1,455
Chilton	27,955	3,982	23,973	6,585	2,778	2,851	361	3,216
Choctaw	20,195	—	20,195	4,574	992	1,021	292	1,438
Clarke	27,636	—	27,636	6,379	1,805	1,841	417	3,706
Clay	16,907	—	16,907	3,878	1,440	1,498	242	1,511
Cleburne	13,629	—	13,629	2,992	1,019	1,044	189	1,635
Coffee	31,987	4,358	27,634	7,311	2,628	2,718	412	3,037
Colbert	34,093	13,448	20,645	8,245	4,453	4,572	415	5,381
Conecuh	25,489	—	25,489	5,650	1,432	1,480	195	1,954
Coosa	13,460	—	13,460	2,971	1,031	1,057	146	836
Covington	42,417	13,063	29,354	9,970	3,768	4,088	563	6,578
Crenshaw	23,631	—	23,631	5,608	1,644	1,730	284	2,168
Cullman	47,343	5,074	42,269	10,690	5,706	5,825	608	6,310
Dale	22,685	3,601	19,084	5,326	2,043	2,100	315	1,703
Dallas	55,245	19,834	35,411	13,733	3,923	4,056	592	8,996
DeKalb	43,075	4,424	38,651	9,989	4,787	4,956	522	3,824
Elmore	34,546	3,089	31,457	7,755	3,040	3,189	433	3,570
Escambia	30,671	6,523	24,148	6,766	2,368	2,479	383	5,294
Etowah	72,580	41,860	30,720	17,197	11,387	11,739	836	15,614
Fayette	21,651	2,668	19,983	4,950	2,167	2,212	233	2,335
Franklin	27,552	3,510	24,042	6,090	2,630	2,690	349	2,622
Geneva	29,172	2,803	26,369	6,600	2,276	2,370	337	2,851
Greene	19,185	—	19,185	4,720	646	671	147	1,622
Hale	25,533	—	25,533	5,952	1,107	1,138	174	1,693
Henry	21,912	—	21,912	4,857	1,517	1,568	188	1,766
Houston	45,665	17,194	28,471	11,161	4,906	5,200	666	8,175
Jackson	41,802	2,834	38,968	9,127	3,981	4,172	437	3,517
Jefferson	459,930	319,213	140,717	119,034	86,706	89,654	5,194	132,388
Lamar	19,708	—	19,708	4,401	1,859	1,903	248	1,753
Lauderdale	46,230	15,043	31,187	10,828	5,596	5,728	555	7,505
Lawrence	27,880	—	27,880	6,216	2,225	2,286	226	1,490
Lee	36,455	13,139	23,316	8,726	3,214	3,344	413	5,762
Limestone	35,642	4,342	31,300	8,042	3,239	3,356	396	3,401
Lowndes	22,661	—	22,661	5,364	673	707	169	1,390
Macon	27,654	3,937	23,717	6,354	1,553	1,631	410	2,873
Madison	63,317	13,050	53,267	15,325	8,228	8,412	735	11,964
Marengo	35,736	4,137	31,599	8,651	1,535	1,626	327	3,249
Marion	28,776	—	28,776	6,252	2,800	2,860	254	2,191
Marshall	42,395	8,049	34,346	9,713	5,265	5,367	618	5,831
Mobile	141,974	84,804	57,170	35,768	20,856	21,526	2,348	41,224
Monroe	29,465	—	29,465	6,446	1,746	1,847	277	2,967
Montgomery	114,420	78,084	36,336	29,520	15,221	15,879	1,507	34,555
Morgan	48,148	19,188	28,960	11,815	7,011	7,194	578	8,757
Perry	26,610	—	26,610	5,925	1,117	1,215	225	2,274
Pickens	27,671	..	27,671	6,259	2,015	2,078	200	2,322
Pike	32,493	7,055	25,438	7,757	2,700	2,806	440	4,614
Randolph	25,516	4,168	21,348	5,780	2,410	2,486	330	2,324
Russell	35,775	15,351	20,424	8,547	3,007	2,169	427	3,302
St. Clair	37,336	39	27,297	6,275	3,007	3,082	260	3,113
Shelby	28,962	—	28,962	6,797	3,083	3,170	259	2,809
Sumter	27,321	—	27,321	6,381	1,128	1,202	183	2,136
Talladega	51,832	15,567	36,265	11,345	4,471	4,980	511	7,749
Tallapoosa	35,270	6,640	28,630	8,248	3,850	4,005	434	4,857
Tuscaloosa	76,036	30,680	45,356	17,469	8,794	9,168	736	14,673
Walker	64,201	9,402	54,799	14,718	8,136	8,358	552	7,660
Washington	16,188	—	16,188	3,566	951	958	225	1,112
Wilcox	26,279	—	26,279	5,957	1,009	1,034	228	1,875
Winston	18,746	—	18,746	4,037	1,771	1,812	210	1,639
Total State	**2,832,961**	**855,941**	**1,977,020**	673,815	321,671	332,776	32,917	$467,334

All money figures in the retail-service column are in thousands ($000) of dollars.

ARIZONA

Population	499,261
Families	131,133
Radio Homes, 1940 Census	87,781
Radio Homes, NAB Projection	90,394

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Apache	24,095	.....	24,095	5,240	1,372	1,433	154	$2,487
Cochise	34,627	14,476	20,151	9,190	6,893	7,126	560	11,419
Coconino	18,770	7,702	11,068	4,677	2,403	2,459	380	7,021
Gila	23,867	10,863	13,004	6,616	4,631	4,844	332	6,760
Graham	12,113	.....	12,113	2,894	1,821	1,878	212	3,366
Greenlee	8,698	2,668	6,030	2,185	1,567	1,602	133	2,291
Maricopa	186,193	80,399	105,794	50,455	36,344	37,208	3,201	72,712
Mohave	8,591	.....	8,591	2,654	1,657	1,713	198	4,347
Navajo	25,309	4,577	20,732	5,911	2,518	2,629	282	5,841
Pima	72,838	36,818	36,020	19,050	14,619	15,092	1,167	30,678
Pinal	28,841	.....	28,841	6,979	3,695	3,815	463	5,681
Santa Cruz	9,482	5,135	4,347	2,377	1,546	1,582	162	3,626
Yavapai	26,511	6,018	20,493	7,822	5,473	5,666	546	9,771
Yuma	19,326	5,325	14,001	5,083	3,242	3,347	371	6,883
Total State	**499,261**	**173,981**	**325,280**	**131,133**	**87,781**	**90,394**	**8,061**	**$172,883**

ARKANSAS

Population	1,949,387
Families	495,825
Radio Homes, 1940 Census	244,586
Radio Homes, NAB Projection	252,148

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Arkansas	24,347	5,268	18,809	6,455	3,450	3,556	362	$5,200
Ashley	26,785	4,891	21,894	6,789	2,697	2,762	276	3,570
Baxter	10,281	.....	10,281	2,520	1,113	1,140	167	913
Benton	36,148	6,314	29,834	10,101	5,845	5,997	637	5,430
Boone	15,860	4,238	11,622	4,221	2,507	2,591	276	3,167
Bradley	18,097	2,516	15,581	4,487	2,163	2,263	226	2,979
Calhoun	9,636	.....	9,636	2,269	875	907	79	587
Carroll	14,737	.....	14,737	4,053	2,308	2,384	295	1,692
Chicot	27,452	3,083	24,369	7,403	2,138	2,223	313	3,215
Clark	24,402	5,078	19,324	6,115	2,883	3,111	362	3,690
Clay	28,386	.....	28,386	6,961	3,961	4,041	426	2,687
Cleburne	13,134	.....	13,134	3,193	1,538	1,580	171	1,030
Cleveland	12,570	.....	12,570	2,917	1,158	1,193	114	798
Columbia	29,822	4,326	23,496	7,406	3,160	3,363	316	4,486
Conway	21,536	4,608	16,928	4,984	2,318	2,364	310	2,569
Craighead	47,200	11,729	35,471	11,584	7,463	7,695	690	8,107
Crawford	29,920	5,422	18,498	5,942	3,138	3,225	307	2,633
Crittenden	42,473	3,369	39,104	11,586	3,226	3,345	485	6,011
Cross	26,046	3,633	22,413	6,299	2,526	2,603	345	2,910
Dallas	14,471	3,429	11,042	3,560	1,415	1,461	211	2,512
Desha	27,160	3,663	23,497	7,129	2,191	2,261	286	3,197
Drew	19,831	3,650	16,181	4,955	1,631	1,713	226	2,479
Faulkner	25,580	5,782	20,098	6,351	3,580	3,652	355	3,503
Franklin	15,683	.....	15,683	3,859	2,017	2,106	216	1,486
Fulton	10,253	.....	10,253	2,546	1,104	1,122	131	517
Garland	41,664	21,370	20,294	11,525	7,325	7,562	898	13,126
Grant	10,477	.....	10,477	2,607	1,231	1,308	104	1,009
Greene	30,204	7,079	23,125	7,360	4,570	4,733	387	3,758
Hempstead	32,770	7,475	25,295	8,079	3,426	3,502	340	4,844
Hot Spring	18,916	5,290	13,626	4,725	2,352	2,444	276	2,181
Howard	16,621	2,782	13,839	4,169	1,915	1,984	263	2,437
Independence	25,643	5,267	20,376	6,253	3,463	3,584	298	3,517
Izard	12,834	.....	12,834	3,103	1,407	1,418	170	664
Jackson	26,427	4,321	22,106	6,413	3,029	3,080	356	3,824
Jefferson	65,101	21,290	43,811	17,807	7,250	7,412	1,014	14,075
Johnson	18,795	3,118	15,677	4,706	2,465	2,541	235	2,039
Lafayette	16,851	.....	16,851	4,274	1,493	1,554	240	2,051
Lawrence	22,651	.....	22,651	5,429	3,010	3,069	297	2,542
Lee	26,810	4,449	22,361	6,819	1,962	2,024	239	2,927
Lincoln	19,709	.....	19,709	4,916	1,212	1,263	164	1,171
Little River	15,932	.....	15,932	4,082	1,422	1,458	174	1,765
Logan	25,967	3,430	22,537	6,070	3,360	3,441	324	2,840
Lonoke	29,802	.....	29,802	7,619	3,582	3,666	405	4,150
Madison	14,531	.....	14,531	3,523	1,308	1,348	206	643
Marion	9,464	.....	9,464	2,340	1,039	1,063	123	406
Miller	31,874	11,821	20,058	8,359	4,221	4,333	404	7,376
Mississippi	80,217	13,878	66,339	19,891	9,696	10,021	1,016	16,594
Monroe	21,133	5,960	15,173	5,291	2,005	2,030	210	2,431
Montgomery	8,876	.....	8,876	2,221	950	975	117	611
Nevada	19,869	3,177	16,692	4,807	2,181	2,256	231	2,344
Newton	10,881	.....	10,881	2,455	809	820	144	352
Ouachita	31,151	8,975	22,176	7,671	3,577	3,722	377	5,261

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Perry	8,392	.....	8,392	1,966	729	754	113	423
Phillips	45,970	13,263	32,707	12,809	4,026	4,171	479	7,531
Pike	11,786	.....	11,786	2,953	1,312	1,372	204	1,104
Poinsett	37,670	6,066	31,604	8,757	4,415	4,460	432	4,834
Polk	15,832	3,510	12,322	4,070	1,839	1,885	273	2,463
Pope	25,682	5,927	19,755	6,342	3,164	3,307	334	3,582
Prairie	15,304	.....	15,304	3,785	1,815	1,860	201	1,245
Pulaski	156,085	109,176	46,909	42,112	29,051	30,215	2,934	55,711
Randolph	18,319	3,028	15,291	4,438	2,130	2,210	251	1,753
St. Francis	36,043	5,699	30,344	9,223	2,839	2,922	410	4,828
Saline	19,163	3,502	15,661	4,412	2,493	2,539	216	2,151
Scott	13,300	.....	13,300	3,320	1,708	1,757	186	1,468
Searcy	11,942	.....	11,942	2,803	1,051	1,070	151	647
Sebastian	62,809	36,584	26,225	16,765	12,119	12,301	1,001	18,361
Sevier	15,248	3,055	12,193	3,822	1,844	1,877	197	1,621
Sharp	11,497	.....	11,497	2,826	1,304	1,339	167	628
Stone	8,603	.....	8,603	1,986	748	768	83	439
Union	50,461	15,858	34,603	13,275	7,498	7,826	861	13,363
Van Buren	12,518	.....	12,518	2,981	1,284	1,306	158	571
Washington	41,114	11,531	29,583	11,099	6,535	6,666	624	8,644
White	37,176	3,670	33,506	9,474	5,102	5,177	514	4,624
Woodruff	22,133	.....	22,133	5,312	2,305	2,410	277	2,620
Yell	20,970	.....	20,970	5,096	2,610	2,687	314	2,056
Total State	**1,949,387**	**431,910**	**1,517,477**	**495,825**	**244,586**	**252,148**	**27,024**	**$320,973**

CALIFORNIA

Population **6,907,387**
Families **2,138,343**
Radio Homes, 1940 Census . **1,933,031**
Radio Homes, NAB Projection **1,987,204**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Alameda	513,011	472,068	40,943	165,201	154,934	159,213	11,562	$271,944
Alpine	323	—	323	100	63	64	7	31
Amador	8,973	—	8,973	2,661	2,153	2,205	250	*3,568
Butte	42,840	13,708	29,132	13,414	10,913	11,373	947	19,627
Calaveras	8,221	—	8,221	2,797	2,152	2,197	186	2,871
Colusa	9,788	—	9,788	2,911	2,331	2,495	247	4,448
Contra Costa	100,450	51,786	48,664	29,830	27,615	28,315	1,913	36,202
Del Norte	4,745	—	4,745	1,567	1,110	1,130	195	1,994
El Dorado	13,229	3,064	10,165	4,420	3,312	3,434	286	4,739
Fresno	178,565	76,565	102,000	50,012	42,537	43,924	4,002	84,522
Glenn	12,195	—	12,195	3,527	2,991	3,063	251	5,205
Humboldt	45,812	17,055	28,757	14,321	11,845	12,192	1,144	20,667
Imperial	59,740	27,150	32,590	15,263	10,388	10,650	1,108	24,881
Inyo	7,625	—	7,625	2,372	1,661	1,750	175	4,184
Kern	135,124	37,030	98,094	37,961	31,076	32,283	2,564	62,668
Kings	35,168	8,234	26,934	9,615	7,915	8,131	773	14,576
Lake	8,069	—	8,069	2,728	2,300	2,416	275	2,954
Lassen	14,479	—	14,479	4,286	3,589	3,659	252	5,866
Los Angeles	2,785,643	2,373,548	412,095	893,602	835,062	855,799	69,207	1,477,380
Madera	23,314	6,457	16,857	6,211	4,699	4,810	445	7,318
Marin	52,907	22,750	30,157	13,576	12,704	13,095	1,069	19,781
Mariposa	5,605	—	5,605	1,983	1,414	1,437	119	1,834
Mendocino	27,864	6,966	20,898	7,800	6,005	6,347	706	9,541
Merced	46,988	10,135	36,853	12,927	10,308	10,676	905	18,872
Modoc	8,713	—	8,713	2,695	2,104	2,175	204	2,573
Mono	2,299	—	2,299	776	530	570	69	843
Monterey	73,032	30,756	42,276	20,057	17,334	17,803	1,662	36,819
Napa	28,503	7,740	20,763	7,679	6,893	7,075	567	12,080
Nevada	19,283	5,701	13,582	6,021	5,004	5,165	448	9,224
Orange	130,760	76,498	54,262	41,027	37,481	38,731	3,048	53,660
Placer	28,108	10,666	17,442	8,414	7,025	7,271	656	11,762
Plumas	11,548	—	11,548	3,489	2,713	2,834	303	4,103
Riverside	105,524	53,363	52,161	31,011	25,847	26,663	2,263	41,209
Sacramento	170,333	109,011	61,322	49,134	43,712	44,868	3,904	98,782
San Benito	11,392	3,881	7,511	3,256	2,836	2,887	271	4,172
San Bernardino	161,108	95,997	65,111	47,666	41,367	42,798	3,288	63,316
San Diego	289,348	238,891	50,457	90,179	82,582	84,343	6,403	130,524
San Francisco	634,536	634,536	—	206,011	188,028	194,442	17,915	445,447
San Joaquin	134,207	69,849	64,358	36,569	31,559	32,452	2,933	59,892
San Luis Obispo	33,246	11,926	21,320	10,231	8,465	8,771	950	15,655
San Mateo	111,782	80,094	31,688	33,516	31,709	32,333	2,257	46,574
Santa Barbara	70,555	46,859	23,696	21,239	18,761	19,463	1,751	38,829
Santa Clara	174,949	107,412	67,537	51,916	47,352	48,829	3,882	85,505
Santa Cruz	45,057	25,833	19,224	14,968	13,279	13,607	1,283	23,202

All money figures in the retail-service column are in thousands ($000) of dollars.
* Includes Service Establishment Receipt.

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Shasta	28,800	8,109	20,691	8,985	6,834	7,071	702	14,329
Sierra	3,025	—	3,025	1,082	836	853	76	918
Siskiyou	28,598	—	28,598	8,737	7,225	7,390	669	11,882
Solano	48,118	20,072	29,046	14,559	13,075	13,466	996	20,315
Sonoma	69,052	23,146	45,906	21,641	19,291	19,882	1,897	37,711
Stanislaus	74,866	23,810	51,056	21,883	18,974	19,596	1,560	36,463
Sutter	18,680	4,968	13,712	5,539	4,451	4,599	251	4,145
Tehama	14,316	3,824	10,492	4,476	3,633	3,798	394	6,259
Trinity	3,970	—	3,970	1,438	994	1,019	77	849
Tulare	107,152	35,503	71,649	29,638	23,936	24,775	1,656	36,918
Tuolumne	10,887	—	10,887	3,598	2,882	2,965	277	5,347
Ventura	69,685	34,021	35,664	19,051	16,854	17,425	1,439	27,803
Yolo	27,243	6,637	20,606	7,776	6,484	6,652	512	10,850
Yuba	17,034	6,646	10,388	5,001	3,874	3,975	500	12,316
Total State	**6,907,387**	**4,902,265**	**2,005,122**	**2,138,343**	**1,933,031**	**1,987,204**	**163,651**	**$3,515,950**

COLORADO

Population **1,123,296**
Families **316,000**
Radio Homes, 1940 Census **258,573**
Radio Homes, NAB Projection **267,295**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Adams	22,481	6,294	16,187	5,602	4,402	4,577	350	$4,135
Alamosa	10,484	5,613	4,871	2,731	2,105	2,151	228	4,916
Arapahoe	32,150	10,852	21,298	8,977	7,798	8,007	432	8,055
Archuleta	3,806	—	3,806	969	506	514	59	675
Baca	6,207	—	6,207	1,707	1,085	1,107	146	1,244
Bent	9,653	3,232	6,421	2,422	1,771	1,879	170	1,805
Boulder	37,438	20,364	17,074	11,327	10,070	10,213	830	13,886
Chaffee	8,109	4,969	3,140	2,398	1,936	1,977	240	3,234
Cheyenne	2,964	—	2,964	826	642	662	78	648
Clear Creek	3,784	—	3,784	1,172	957	994	101	1,428
Conejos	11,648	—	11,648	2,556	1,268	1,295	142	1,583
Costilla	7,533	—	7,533	1,635	627	670	89	602
Crowley	5,398	—	5,398	1,405	1,041	1,069	103	1,132
Custer	2,270	—	2,270	677	447	458	49	329
Delta	16,470	3,717	12,753	4,509	3,369	3,449	336	4,250
Denver	322,412	322,412	—	96,777	86,621	90,651	7,253	193,704
Dolores	1,958	—	1,958	533	323	353	29	237
Douglas	3,496	—	3,496	1,033	818	840	76	720
Eagle	5,361	—	5,361	1,495	1,135	1,171	112	1,327
Elbert	5,460	—	5,460	1,537	1,149	1,169	87	714
El Paso	54,025	36,789	17,236	16,532	14,593	15,026	1,352	25,558
Fremont	19,742	9,322	10,420	5,246	4,199	4,298	413	5,173
Garfield	10,560	—	10,560	3,063	2,216	2,288	228	3,390
Gilpin	1,625	—	1,625	580	437	441	46	330
Grand	3,587	—	3,587	1,023	780	812	137	1,520
Gunnison	6,192	—	6,192	1,763	1,415	1,435	141	*1,935
Hinsdale	349	—	349	124	76	78	9	†44
Huerfano	16,088	5,855	10,233	4,066	2,308	2,384	264	3,725
Jackson	1,798	—	1,798	525	367	392	52	531
Jefferson	30,725	3,175	27,550	8,763	7,718	7,966	462	6,434
Kiowa	2,793	—	2,793	819	602	629	73	511
Kit Carson	7,512	—	7,512	1,999	1,441	1,467	149	1,743
Lake	6,883	4,774	2,109	2,001	1,699	1,740	146	3,108
La Plata	15,494	5,887	9,607	4,112	2,901	2,966	280	5,266
Larimer	35,539	18,396	17,143	10,324	8,925	9,104	842	13,647
Las Animas	32,369	13,223	19,146	8,220	4,917	5,056	503	7,830
Lincoln	5,882	—	5,882	1,656	1,277	1,304	190	1,708
Logan	18,370	7,411	10,959	4,663	3,796	3,880	336	5,961
Mesa	33,791	12,479	21,312	9,156	7,216	7,370	603	12,634
Mineral	975	—	975	294	232	234	31	296
Moffat	5,086	—	5,086	1,556	1,119	1,169	105	1,684
Montezuma	10,463	—	10,463	2,679	1,704	1,757	147	2,351
Montrose	15,418	4,764	10,654	4,080	3,064	3,133	218	4,640
Morgan	17,214	4,884	12,330	4,470	3,681	3,787	350	5,575
Otero	23,571	10,534	13,037	6,446	4,855	5,021	492	7,309
Ouray	2,089	—	2,089	625	499	590	57	580
Park	3,272	—	3,272	1,059	780	803	100	913
Phillips	4,948	—	4,948	1,395	1,170	1,179	140	1,454
Pitkin	1,836	—	1,836	569	423	437	38	259
Prowers	12,304	4,445	7,859	3,299	2,507	2,607	294	3,654
Pueblo	68,870	52,162	16,708	18,232	15,493	15,839	1,327	25,954
Rio Blanco	2,943	—	2,943	851	653	671	50	890
Rio Grande	12,404	3,208	9,196	3,135	2,196	2,245	247	4,152
Routt	10,525	—	10,525	3,028	2,331	2,417	200	3,192
Saguache	6,173	—	6,173	1,556	951	976	107	1,107
San Juan	1,439	—	1,439	393	324	328	51	469

* Includes Service Establishment Receipt.

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
San Miguel ..	3,664	—	3,664	1,028	691	709	62	760
Sedgwick ...	5,294	—	5,294	1,385	1,127	1,164	120	1,673
Summit	1,754	—	1,754	666	481	490	46	363
Teller	6,463	—	6,463	2,009	1,624	1,678	161	1,996
Washington .	8,336	—	8,336	2,200	1,636	1,680	125	1,201
Weld	63,747	15,995	47,752	16,865	13,602	14,038	1,126	17,556
Yuma	12,102	—	12,102	3,257	2,477	2,582	241	2,876
Total State ..	**1,123,296**	**590,756**	**532,540**	**316,000**	**258,573**	**267,295**	**22,971**	**$436,576**

CONNECTICUT

Population 1,709,242
Families 448,682
Radio Homes, 1940 Census 417,259
Radio Homes, NAB Projection ... 429,260

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Fairfield	418,384	290,798	127,586	110,235	103,147	106,428	8,534	$200,688
Hartford	450,189	322,598	127,591	116,448	108,626	112,775	8,062	212,743
Litchfield ...	87,041	34,662	52,379	23,304	21,479	21,824	1,600	32,237
Middlesex ...	55,999	26,495	29,504	14,084	13,002	13,319	1,019	22,451
New Haven .	484,316	385,744	98,572	128,057	120,312	123,139	10,863	215,451
New London.	125,224	62,509	62,715	32,834	29,676	30,290	2,437	50,483
Tolland	31,866	10,973	20,893	8,491	7,531	7,668	534	7,731
Windham ...	56,223	24,383	31,840	15,229	13,486	13,817	1,176	21,511
Total State ..	**1,709,242**	**1,158,162**	**551,080**	**448,682**	**417,259**	**429,260**	**34,225**	**$763,295**

DELAWARE

Population 266,505
Families 70,541
Radio Homes, 1940 Census 158,377
Radio Homes, NAB Projection 162,446

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Kent	34,441	7,467	26,974	9,672	7,093	7,278	886	$12,531
New Castle ..	179,562	124,013	55,549	45,948	41,634	42,656	3,806	83,656
Sussex	52,502	7,952	44,550	14,921	11,194	11,446	1,296	20,623
Total State ..	**266,505**	**139,432**	**127,073**	**70,541**	**59,921**	**61,380**	**5,988**	**116,810**

DIST. OF COL.

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
District of Columbia .	663,091	663,091	.....	173,445	158,377	162,446	10,723	$442,259

FLORIDA

Population 1,897,414
Families 519,887
Radio Homes, 1940 Census 326,447
Radio Homes, NAB Projection 336,803

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Alachua	38,607	13,757	24,850	9,892	4,844	5,076	705	$10,522
Baker	6,510	—	6,510	1,506	479	488	95	772
Bay	20,686	11,610	9,076	5,477	3,160	3,240	317	4,956
Bradford	8,717	—	8,717	2,102	938	1,011	146	1,426
Brevard	16,142	5,720	10,422	4,918	3,021	3,097	498	5,699
Broward	39,794	31,564	8,230	11,660	7,515	7,714	968	17,143
Calhoun	8,218	—	8,218	1,968	626	632	92	998
Charlotte ...	3,663	—	3,663	1,126	663	684	97	1,102
Citrus	5,846	—	5,846	1,698	756	770	102	1,064
Clay	6,468	—	6,468	1,782	813	847	100	783
Collier	5,102	—	5,102	1,699	572	583	110	1,220
Columbia ...	16,859	5,836	11,023	4,190	1,424	1,522	253	3,382

All money figures in the retail-service column are in thousands ($000) of dollars.

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Dade	267,739	215,590	52,149	75,934	62,001	64,382	6,348	151,272
DeSoto	7,792	4,055	3,737	2,188	1,132	1,168	186	2,122
Dixie	7,018	—	7,018	1,881	749	755	88	1,305
Duval	210,143	176,631	32,512	55,165	40,627	41,893	3,429	84,393
Escambia	74,667	37,449	37,218	18,105	11,317	11,717	921	20,362
Flagler	3,008	—	3,008	943	348	349	66	496
Franklin	5,991	3,268	2,723	1,605	639	697	110	1,054
Gadsden	31,450	10,998	20,452	6,518	2,237	2,305	306	5,288
Gilchrist	4,250	—	4,250	1,037	307	314	53	532
Glades	2,745	—	2,745	827	350	358	39	386
Gulf	6,951	—	6,951	1,785	884	916	92	1,119
Hamilton	9,778	—	9,778	2,413	663	674	133	1,128
Hardee	10,158	2,710	7,448	2,700	1,270	1,322	192	2,095
Hendry	5,237	—	5,237	1,714	817	848	105	1,428
Hernando	5,641	—	5,641	1,592	738	759	103	1,400
Highlands	9,246	6,280	2,966	2,499	1,445	1,498	201	2,473
Hillsborough	100,148	115,882	64,266	49,860	35,836	36,540	3,665	61,432
Holmes	15,447	—	15,447	3,450	1,048	1,085	135	775
Indian River	8,957	3,050	5,907	2,563	1,454	1,506	234	2,852
Jackson	34,428	5,079	29,349	8,181	2,414	2,463	339	4,537
Jefferson	12,032	—	12,032	2,950	777	828	144	1,153
Lafayette	4,405	—	4,405	1,037	426	429	51	396
Lake	27,255	7,617	19,638	8,003	4,696	4,739	549	7,273
Lee	17,488	10,604	6,884	4,994	3,172	3,415	393	6,622
Leon	31,646	16,240	15,406	8,380	3,857	4,040	416	9,236
Levy	12,550	—	12,550	3,351	1,054	1,112	190	1,619
Liberty	3,752	—	3,752	946	243	252	46	221
Madison	16,190	2,730	13,460	3,960	1,229	1,279	225	2,158
Manatee	26,098	14,530	11,568	7,448	4,567	4,835	461	7,391
Marion	31,243	8,986	22,257	8,429	4,129	4,200	428	8,172
Martin	6,295	—	6,295	1,979	1,057	1,069	167	1,719
Monroe	14,078	12,927	1,151	3,975	2,555	2,584	334	2,947
Nassau	10,826	3,492	7,334	2,668	1,301	1,343	186	1,901
Okaloosa	12,900	—	12,900	3,057	1,207	1,254	160	1,771
Okeechobee	3,000	—	3,000	824	385	389	66	780
Orange	70,074	44,511	25,563	20,413	14,992	15,401	1,561	33,718
Osceola	10,119	3,225	6,894	3,202	2,008	2,028	183	2,252
Palm Beach	79,989	57,157	22,832	23,880	14,879	15,223	2,182	38,733
Pasco	13,981	2,561	11,420	4,255	2,276	2,380	246	2,329
Pinellas	91,852	74,350	17,502	28,970	23,009	23,872	2,163	44,445
Polk	86,665	46,062	40,603	23,971	14,802	15,315	1,821	28,932
Putnam	18,698	7,140	11,558	5,366	2,408	2,467	374	4,408
St. Johns	20,012	12,090	7,922	5,628	3,315	3,358	496	6,366
St. Lucie	11,871	8,040	3,831	3,316	1,663	1,780	242	5,129
Santa Rosa	16,085	—	16,085	3,808	1,375	1,420	150	1,488
Sarasota	16,106	11,141	4,965	4,658	3,220	3,324	448	8,193
Seminole	22,304	10,127	12,087	6,239	3,470	3,536	542	5,691
Sumter	11,041	—	11,041	2,953	1,276	1,316	166	1,318
Suwannee	17,073	3,427	13,646	4,113	1,459	1,511	283	2,731
Taylor	11,565	2,668	8,897	3,138	953	973	167	2,081
Union	7,094	—	7,094	1,254	387	393	70	445
Volusia	53,710	34,027	19,683	16,129	10,747	10,888	1,353	20,367
Wakulla	5,463	—	5,463	1,341	472	484	71	684
Walton	14,246	2,570	11,676	3,350	1,120	1,191	159	1,750
Washington	12,302	—	12,302	2,924	874	900	128	1,087
Total State	**1,897,414**	**1,045,791**	**851,623**	**519,887**	**326,447**	**336,803**	**36,849**	**$661,022**

GEORGIA

Population	**3,123,723**
Families	**752,241**
Radio Homes, 1940 Census	**381,668**
Radio Homes, NAB Projection	**394,755**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Appling	14,497	2,916	11,581	3,032	1,165	1,179	180	$1,601
Atkinson	7,093	—	7,093	1,585	650	658	87	457
Bacon	8,096	—	8,096	1,789	769	791	145	1,282
Baker	7,344	—	7,344	1,667	392	410	63	277
Baldwin	24,190	6,778	17,412	4,006	1,957	2,023	244	3,319
Banks	8,733	—	8,733	1,926	791	820	60	199
Barrow	13,064	3,974	9,090	3,290	1,819	1,864	182	1,805
Bartow	25,283	6,141	19,142	5,828	3,268	3,443	276	3,794
Ben Hill	14,523	7,388	7,135	3,569	1,876	1,900	242	3,445
Berrien	15,370	—	15,370	3,493	1,348	1,367	180	2,125
Bibb	83,783	57,865	25,918	23,159	13,065	13,461	1,306	28,800
Bleckley	9,655	—	9,655	2,322	868	894	134	1,165
Brantley	6,871	—	6,871	1,457	402	410	79	386
Brooks	20,497	4,450	16,047	4,668	1,582	1,632	193	2,116
Bryan	6,288	—	6,288	1,439	374	384	108	559
Bulloch	26,010	5,028	20,982	5,943	2,347	2,421	454	4,767

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Burke	26,520	3,793	22,727	6,873	1,556	1,617	335	2,670
Butts	9,182	—	9,182	2,278	996	1,032	129	1,319
Calhoun	10,438	—	10,438	2,609	608	616	171	1,099
Camden	5,910	—	5,910	1,438	458	486	96	884
Candler	9,103	—	9,103	2,079	827	843	118	1,373
Carroll	34,156	6,214	27,942	8,356	4,179	4,344	474	4,289
Catoosa	12,199	—	12,199	2,585	1,784	1,816	99	660
Charlton	5,256	—	5,256	1,224	408	412	68	568
Chatham	117,970	95,996	21,974	31,718	20,172	20,732	2,064	40,137
Chattahoochee	15,138	—	15,138	527	149	153	49	250
Chattooga	18,532	3,800	14,732	4,207	2,550	2,750	176	2,833
Cherokee	20,126	2,651	17,475	4,691	2,415	2,463	335	2,519
Clarke	28,398	20,650	7,748	7,401	4,757	4,909	428	10,711
Clay	7,064	—	7,064	1,696	455	464	102	765
Clayton	11,665	338	11,317	2,795	1,547	1,587	135	728
Clinch	6,437	—	6,437	1,580	613	624	106	741
Cobb	38,272	8,667	29,605	9,335	5,994	6,366	502	6,578
Coffee	21,541	5,175	16,366	4,824	1,759	1,808	243	3,314
Colquitt	33,012	10,147	22,865	7,467	3,232	3,357	396	5,411
Columbia	9,433	—	9,433	2,169	787	810	108	459
Cook	11,919	—	11,919	2,772	1,170	1,207	146	1,614
Coweta	26,972	7,182	19,790	6,604	3,065	3,145	359	4,238
Crawford	7,128	—	7,128	1,555	436	466	93	411
Crisp	17,540	7,929	9,611	4,422	1,714	1,742	241	4,342
Dade	5,894	—	5,894	1,222	566	586	57	353
Dawson	4,479	—	4,479	961	394	410	53	88
Decatur	22,234	6,352	15,882	5,302	1,652	1,735	287	3,362
De Kalb	86,942	45,555	41,387	22,648	17,981	18,495	792	13,029
Dodge	21,022	3,311	17,711	4,773	1,578	1,606	242	2,153
Dooly	16,886	—	16,886	3,951	1,241	1,272	185	1,414
Dougherty	28,565	19,055	9,510	7,421	3,623	3,735	525	11,035
Douglas	10,053	2,555	7,498	2,320	1,100	1,162	130	1,107
Early	18,679	2,774	15,905	4,382	1,264	1,317	198	2,440
Echols	2,964	—	2,964	768	216	216	28	99
Effingham	9,646	—	9,646	2,296	762	792	104	762
Elbert	19,618	6,188	13,430	4,706	2,146	2,318	283	2,790
Emanuel	23,517	3,575	19,942	5,498	2,157	2,226	356	3,003
Evans	7,401	—	7,401	1,749	659	691	113	1,159
Fannin	14,752	—	14,752	3,106	1,588	1,617	173	853
Fayette	8,170	—	8,170	1,846	633	637	87	506
Floyd	56,141	26,282	29,859	13,811	9,424	9,954	625	14,813
Forsyth	11,332	—	11,332	2,586	1,168	1,190	746	607
Franklin	15,612	—	15,612	3,484	1,649	1,708	217	1,918
Fulton	392,886	310,786	82,100	103,465	75,216	77,513	6,878	203,075
Gilmer	9,001	—	9,001	1,951	736	748	87	689
Glascock	4,547	—	4,547	1,000	471	482	62	308
Glynn	21,920	15,035	6,885	5,677	3,400	3,453	431	7,036
Gordon	18,445	2,955	15,490	4,312	2,715	2,801	261	2,826
Grady	19,654	4,653	15,001	4,520	1,836	1,865	186	2,506
Greene	13,709	—	13,709	3,254	1,195	1,277	123	1,530
Gwinnett	29,087	4,191	24,896	6,822	3,504	3,634	392	3,143
Habersham	14,771	—	14,771	3,380	1,822	1,876	235	2,180
Hall	34,822	10,243	24,579	8,109	4,845	4,956	474	7,765
Hancock	12,764	—	12,764	2,745	644	673	151	1,150
Haralson	14,377	—	14,377	3,459	1,791	1,851	150	1,841
Harris	11,428	—	11,428	2,621	748	777	93	736
Hart	15,512	—	15,512	3,487	1,702	1,773	110	1,013
Heard	8,610	—	8,610	1,903	582	603	81	430
Henry	15,119	—	15,119	3,493	1,358	1,401	169	1,471
Houston	11,303	—	11,303	2,657	799	817	115	1,543
Irwin	12,936	—	12,936	2,775	1,008	1,031	112	1,171
Jackson	20,089	3,294	16,795	4,640	2,214	2,312	243	2,520
Jasper	8,772	—	8,772	2,146	705	884	124	1,013
Jeff Davis	8,841	—	8,841	1,901	796	802	92	874
Jefferson	20,040	—	20,040	4,637	1,735	1,804	324	2,613
Jenkins	11,843	2,820	9,023	2,893	806	816	137	1,391
Johnson	12,953	—	12,953	3,033	885	902	188	1,296
Jones	8,331	—	8,331	1,943	597	673	53	436
Lamar	10,091	3,535	6,556	2,481	1,216	1,242	143	1,414
Lanier	5,632	—	5,632	1,220	462	467	61	545
Laurens	33,606	7,814	25,792	7,821	2,948	3,091	494	4,798
Lee	7,837	—	7,837	2,010	375	385	46	455
Liberty	8,595	—	8,595	2,018	490	541	114	768
Lincoln	7,042	—	7,042	1,503	467	523	103	566
Long	4,086	—	4,086	932	216	235	61	269
Lowndes	31,860	15,595	16,265	7,620	3,483	3,572	476	7,697
Lumpkin	6,223	—	6,223	1,403	540	549	115	426
McDuffie	10,878	3,088	3,790	2,605	1,000	1,061	159	1,674
McIntosh	5,292	—	5,292	1,375	405	421	101	663
Macon	15,947	—	15,947	3,845	1,194	1,231	149	1,643
Madison	13,431	—	13,431	3,082	1,344	1,403	132	848
Marion	6,954	—	6,954	1,597	430	444	96	668
Meriwether	22,055	3,417	18,638	5,119	1,849	1,972	308	2,066

All money figures in the retail-service column are in thousands ($000) of dollars.

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Miller	9,998	—	9,998	2,182	649	665	110	851
Mitchell	23,261	5,167	18,094	5,282	1,610	1,672	293	2,875
Monroe	10,749	—	10,749	2,503	891	912	146	1,499
Montgomery	9,668	—	9,668	2,061	583	616	123	668
Morgan	12,713	—	12,713	3,092	1,082	1,139	125	1,363
Murray	11,137	—	11,137	2,362	1,290	1,322	96	785
Muscogee	75,494	53,280	22,214	19,503	12,073	12,513	1,146	26,545
Newtown	18,576	7,016	11,560	4,486	2,584	2,641	246	3,127
Oconee	7,576	—	7,576	1,771	716	730	61	237
Oglethorpe	12,430	—	12,430	2,741	960	998	99	736
Paulding	12,832	—	12,832	2,788	1,282	1,322	90	842
Peach	10,378	4,953	5,425	2,572	1,054	1,073	139	2,015
Pickens	9,136	—	9,136	2,074	1,092	1,103	84	969
Pierce	11,800	—	11,800	2,587	890	913	163	1,789
Pike	10,375	—	10,375	2,319	923	941	107	670
Polk	28,467	12,789	15,678	6,428	4,162	4,294	332	5,230
Pulaski	9,829	3,000	6,829	2,492	808	824	134	1,540
Putnam	8,514	—	8,514	1,957	693	708	118	1,199
Quitman	3,435	—	3,435	743	152	158	36	153
Rabun	7,821	—	7,821	1,712	690	712	110	1,058
Randolph	16,609	3,447	13,162	3,968	1,161	1,199	280	2,130
Richmond	81,863	65,919	15,944	21,201	12,539	13,159	1,335	27,603
Rockdale	7,724	—	7,724	1,824	916	924	117	1,065
Schley	5,033	—	5,033	1,127	395	400	54	446
Screven	20,353	2,531	17,822	4,636	1,251	1,284	248	1,990
Seminole	8,492	—	8,492	1,906	596	613	128	1,146
Spalding	28,427	13,222	15,205	7,106	4,463	4,560	403	7,755
Stephens	12,972	5,494	7,478	2,972	1,722	1,746	182	2,218
Stewart	10,603	—	10,603	2,398	616	646	131	1,144
Sumter	24,502	9,281	15,221	6,287	2,215	2,267	389	4,587
Talbot	8,141	45	8,096	1,834	416	431	101	587
Taliaferro	6,278	—	6,278	1,372	387	397	65	379
Tattnall	16,243	—	16,243	3,448	1,379	1,458	225	1,913
Taylor	10,768	—	10,768	2,482	858	876	125	1,137
Telfair	15,145	—	15,145	3,428	1,213	1,234	232	2,028
Terrell	16,675	3,681	12,994	4,123	1,037	1,080	223	2,139
Thomas	31,289	12,683	18,606	7,779	3,650	3,784	489	6,034
Tift	18,599	5,228	13,371	4,548	2,005	2,080	353	4,474
Toombs	16,952	4,109	12,843	3,734	1,469	1,547	255	2,822
Towns	4,925	—	4,925	1,053	462	479	58	165
Treutlen	7,632	—	7,632	1,621	504	528	84	814
Troup	43,879	29,460	14,419	10,608	5,427	5,607	648	12,064
Turner	10,846	—	10,846	2,567	936	954	138	1,393
Twiggs	9,117	—	9,117	1,985	431	472	78	428
Union	7,680	—	7,680	1,706	546	558	112	261
Upson	25,064	13,916	11,148	5,890	3,311	3,410	288	4,844
Walker	31,024	7,047	23,977	7,296	4,826	5,018	333	3,988
Walton	20,777	4,168	16,609	4,893	2,559	2,698	234	2,874
Ware	27,929	16,763	11,166	6,710	3,804	3,873	541	8,464
Warren	10,236	—	10,236	2,399	683	702	94	900
Washington	24,230	3,566	20,664	5,704	1,707	1,800	378	2,648
Wayne	13,122	2,903	10,219	2,987	1,138	1,158	190	1,850
Webster	4,726	—	4,726	1,019	271	274	46	267
Wheeler	8,535	—	8,535	1,827	682	716	89	427
White	6,417	—	6,417	1,394	559	585	100	295
Whitfield	26,105	10,448	15,657	6,080	4,320	4,497	423	6,594
Wilcox	12,755	—	12,755	2,875	938	954	156	1,012
Wilkes	15,084	3,537	11,547	3,613	1,110	1,160	208	1,862
Wilkinson	11,025	—	11,025	2,640	904	949	149	1,001
Worth	21,374	—	21,374	4,884	1,444	1,488	202	1,565
Total State	**3,123,723**	**1,073,808**	**2,049,915**	**752,241**	**381,668**	**394,755**	**42,968**	**$670,021**

IDAHO

Population **524,873**
Families **141,727**
Radio Homes, 1940 Census **118,824**
Radio Homes, NAB Projection **122,471**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Ada	50,401	26,130	24,271	14,423	12,535	13,140	862	$26,236
Adams	3,407	.....	3,407	971	685	724	64	626
Bannock	34,759	20,824	13,935	8,892	7,844	8,048	637	15,025
Bear Lake	7,911	2,824	5,087	1,961	1,804	1,855	147	2,207
Benewah	7,332	.....	7,332	2,103	1,693	1,718	121	1,585
Bingham	21,044	3,681	17,363	4,964	4,206	4,325	273	4,872
Blaine	5,295	.....	5,295	1,473	1,166	1,216	152	2,215
Boise	2,333	.....	2,333	753	510	530	41	394
Bonner	15,667	4,356	11,311	4,606	3,408	3,517	258	3,624
Bonneville	25,697	15,024	10,673	6,467	5,487	5,757	382	12,349
Boundary	5,987	.....	5,987	1,657	1,331	1,355	101	1,750
Butte	1,877	.....	1,877	504	382	386	41	418

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Camas	1,360	.....	1,360	369	325	330	39	327
Canyon	40,987	19,421	21,566	11,225	9,578	9,864	632	14,233
Caribou	2,284	.....	2,284	630	544	555	60	837
Cassia	14,430	5,329	9,101	3,488	2,898	2,977	239	4,667
Clark	1,005	.....	1,005	276	230	244	20	†190
Clearwater	8,243	.....	8,243	2,254	1,728	1,766	107	2,147
Custer	3,549	.....	3,549	1,008	746	764	89	906
Elmore	5,518	.....	5,518	1,549	1,219	1,237	136	1,805
Franklin	10,229	4,236	5,993	2,357	2,165	2,203	146	2,637
Fremont	10,304	2,719	7,585	2,430	2,039	2,109	156	2,451
Gem	9,544	3,203	6,341	2,601	2,120	2,186	122	2,912
Gooding	9,257	2,568	6,689	2,451	1,967	2,018	155	2,769
Idaho	12,691	.....	12,691	3,543	2,697	2,790	212	3,293
Jefferson	10,762	.....	10,762	2,522	2,153	2,227	144	1,906
Jerome	9,900	3,537	6,363	2,546	2,053	2,178	144	2,904
Kootenai	22,283	10,049	12,234	6,723	5,684	5,796	412	6,139
Latah	18,804	6,014	12,790	5,355	4,695	4,758	328	6,463
Lembi	6,521	.....	6,521	1,890	1,349	1,381	136	2,176
Lewis	4,666	.....	4,666	1,302	1,142	1,159	98	1,345
Lincoln	4,230	.....	4,230	1,137	882	904	82	1,031
Madison	9,186	3,437	5,749	2,098	1,813	1,876	135	2,529
Minidoka	9,870	3,167	6,703	2,563	2,174	2,221	153	2,690
Nez Perce	18,873	10,548	8,325	5,620	4,751	4,948	355	10,123
Oneida	5,417	2,731	2,686	1,285	1,143	1,159	92	1,277
Owyhee	5,652	.....	5,652	1,526	1,006	1,041	93	934
Payette	9,511	3,322	6,189	2,687	2,230	2,285	179	3,020
Pawer	3,965	.....	3,965	1,033	839	854	75	1,161
Shoshone	21,230	8,074	13,156	6,073	5,382	5,489	396	9,035
Teton	3,601	.....	3,601	817	655	672	70	568
Twin Falls	36,403	11,851	24,552	9,979	8,672	8,948	591	15,786
Valley	4,035	.....	4,035	1,162	907	916	103	1,566
Washington	8,853	3,663	5,190	2,454	1,988	2,045	167	3,375
Total State	**524,873**	**176,708**	**348,165**	**141,727**	**118,824**	**122,471**	**8,944**	**$184,503**

ILLINOIS

Population **7,897,241**
Families **2,192,724**
Radio Homes, 1940 Census **1,974,604**
Radio Homes, NAB Projection **2,023,969**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Adams	65,229	40,469	24,760	18,694	15,778	16,058	1,220	$20,192
Alexander	25,496	14,407	11,089	7,230	4,114	4,311	356	5,643
Bond	14,540	3,391	11,149	4,325	3,148	3,203	244	3,176
Boone	15,202	8,094	7,108	4,375	3,985	4,138	293	5,079
Brown	8,053	—	8,053	2,463	1,800	1,851	149	1,361
Bureau	37,600	10,234	27,366	10,793	9,737	9,929	917	9,677
Calhoun	8,207	—	8,207	2,152	1,538	1,578	145	1,206
Carroll	17,987	4,792	13,195	5,289	4,668	4,760	437	5,363
Cass	16,425	6,505	9,920	4,744	3,823	3,981	392	4,604
Champaign	76,578	37,366	33,212	19,443	17,686	18,271	1,348	31,332
Christian	38,564	14,279	24,285	11,060	9,208	9,607	719	11,011
Clark	18,842	5,301	13,541	5,553	4,176	4,304	375	3,775
Clay	18,947	5,474	13,473	5,421	4,314	4,400	279	4,080
Clinton	22,912	3,225	19,687	5,913	4,560	4,690	418	3,746
Coles	38,470	24,024	14,446	11,225	9,707	9,945	716	13,591
Cook	4,063,342	3,956,153	107,189	1,125,468	1,060,563	1,083,788	81,007	1,961,700
Crawford	21,294	4,311	16,983	6,267	4,904	4,991	418	4,880
Cumberland	11,698	—	11,698	3,291	2,627	2,696	148	1,320
De Kalb	34,388	16,456	17,932	9,871	9,200	9,358	702	13,401
De Witt	18,244	6,331	11,913	5,246	4,550	4,642	354	5,290
Douglas	17,590	2,838	14,752	5,073	4,337	4,432	280	4,591
Du Page	103,480	73,204	30,276	27,538	26,091	26,745	1,533	32,356
Edgar	24,430	9,281	15,149	7,292	6,184	6,298	483	6,887
Edwards	8,974	—	8,974	2,724	2,042	2,083	160	1,602
Effingham	22,034	6,180	15,854	5,844	4,677	4,797	518	6,649
Fayette	29,159	5,288	23,871	7,811	5,902	6,103	478	7,610
Ford	15,007	3,106	11,901	4,380	3,897	4,081	378	4,854
Franklin	53,137	26,594	26,543	15,462	11,926	12,295	872	10,877
Fulton	44,627	11,577	33,050	13,248	11,105	11,475	800	10,841
Gallatin	11,414	—	11,414	3,123	2,171	2,213	183	1,516
Greene	20,292	5,582	14,710	5,763	4,370	4,484	359	3,772
Grundy	18,398	6,145	12,253	5,115	4,464	4,760	434	4,893
Hamilton	13,454	2,528	10,926	3,782	2,604	2,635	207	1,469
Hancock	26,297	2,575	23,722	8,090	6,493	6,652	564	4,973
Hardin	7,759	—	7,759	2,024	1,348	1,364	127	805
Henderson	8,949	—	8,949	2,595	2,095	2,111	140	1,073
Henry	43,798	23,537	20,261	12,733	11,468	11,739	855	13,492
Iroquois	32,496	3,744	28,752	9,182	8,091	8,311	626	7,955

All money figures in the retail-service column are in thousands ($000) of dollars.

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Jackson	37,920	17,526	20,394	10,543	7,968	8,261	812	10,396
Jasper	13,431	—	13,431	3,812	2,911	2,938	191	1,852
Jefferson	34,375	14,724	19,651	9,857	7,726	7,899	626	9,642
Jersey	13,636	4,809	8,827	3,802	2,695	2,782	221	2,752
Jo Daviess	19,989	4,126	15,863	5,760	4,862	4,952	426	4,854
Johnson	10,727	—	10,727	2,930	1,893	1,947	181	1,278
Kane	130,206	99,984	30,222	34,617	32,122	33,289	2,407	55,296
Kankakee	60,877	25,930	34,947	13,899	12,675	13,045	1,084	20,579
Kendall	11,105	—	11,105	3,053	2,770	2,837	139	1,971
Knox	52,250	32,094	20,156	15,495	13,666	14,026	1,061	19,034
Lake	121,094	79,652	41,442	30,214	28,416	28,987	2,232	49,044
La Salle	97,801	65,338	32,463	26,389	23,906	24,673	2,043	34,124
Lawrence	21,075	6,213	14,862	5,781	4,376	4,534	421	4,970
Lee	34,604	10,671	23,933	8,517	7,782	8,036	564	9,852
Livingston	38,838	9,585	29,253	10,004	8,979	9,217	694	9,997
Logan	29,438	12,752	16,686	7,144	6,283	6,457	595	8,073
McDonough	26,944	11,670	15,274	8,172	6,927	7,207	530	8,132
McHenry	37,311	13,161	24,150	10,330	9,402	9,806	912	14,687
McLean	73,930	39,851	34,079	20,967	18,907	19,482	1,504	28,383
Macon	84,693	59,305	25,388	24,349	22,033	22,627	1,542	37,018
Macoupin	46,304	19,217	27,087	13,896	11,247	11,554	913	9,668
Madison	149,349	104,638	44,711	40,882	35,593	36,340	2,739	46,173
Marion	47,989	23,028	24,961	13,808	10,687	11,147	921	18,960
Marshall	13,179	—	13,179	3,794	3,297	3,370	295	3,212
Mason	15,358	3,999	11,359	4,603	3,739	3,839	372	4,015
Massac	14,937	6,287	8,650	4,246	2,915	2,985	308	2,563
Menard	10,663	2,586	8,077	3,085	2,539	2,582	217	2,326
Mercer	17,701	2,593	15,108	5,156	4,464	4,540	342	3,922
Monroe	12,754	—	12,754	3,489	2,552	2,588	254	3,149
Montgomery	34,499	14,124	20,375	10,155	8,164	8,438	669	8,811
Morgan	36,378	19,844	16,534	9,251	7,714	7,932	643	11,821
Moultrie	13,477	3,101	10,376	3,827	3,101	3,177	231	2,450
Ogle	29,869	7,025	22,844	8,722	7,820	8,010	500	7,857
Peoria	153,374	109,463	43,911	43,105	38,895	40,198	2,677	71,695
Perry	23,438	10,661	12,777	6,536	4,885	5,075	422	5,220
Piatt	14,659	2,523	12,136	4,147	3,651	3,717	256	3,018
Pike	25,340	2,884	22,456	7,424	5,581	5,720	494	4,878
Pope	7,999	—	7,999	2,229	1,417	1,466	106	802
Pulaski	15,875	—	15,875	4,273	2,480	2,563	242	1,668
Putnam	5,289	—	5,289	1,518	1,243	1,278	97	754
Randolph	33,608	8,774	24,834	8,260	6,285	6,528	518	6,006
Richland	17,137	7,831	9,306	4,971	3,951	4,034	336	4,898
Rock Island	113,323	92,732	20,591	31,725	29,483	30,074	2,277	43,090
St. Clair	166,899	108,537	58,362	46,985	40,234	41,356	2,924	49,309
Saline	38,066	16,344	21,722	10,850	8,319	8,682	619	8,927
Sangamon	117,912	75,503	42,409	33,207	28,802	30,404	2,063	48,298
Schuyler	11,430	—	11,430	3,275	2,585	2,629	177	1,914
Scott	8,176	—	8,176	2,390	1,775	1,847	155	1,459
Shelby	26,290	4,092	22,198	7,737	6,279	6,446	486	4,491
Stark	8,881	—	8,881	2,563	2,199	2,248	205	2,007
Stephenson	40,646	22,366	18,280	11,669	10,610	10,823	844	15,619
Tazewell	58,362	29,748	28,614	16,260	14,660	15,026	934	13,867
Union	21,528	4,092	17,436	5,105	3,595	3,750	291	4,178
Vermilion	86,791	48,981	37,810	24,576	21,304	21,819	1,610	27,350
Wabash	13,724	6,987	6,737	3,936	3,219	3,305	262	3,989
Warren	21,286	9,096	12,190	6,252	5,458	5,609	460	7,189
Washington	15,801	—	15,801	4,491	3,139	3,225	326	2,882
Wayne	22,092	4,008	18,084	6,107	4,344	4,512	301	4,005
White	20,027	4,098	15,929	5,691	4,314	4,423	411	4,396
Whiteside	43,338	22,122	21,216	12,314	11,040	11,363	823	13,963
Will	114,210	47,608	66,602	29,045	26,692	27,285	1,843	35,388
Williamson	51,424	26,914	24,510	14,858	11,609	12,063	792	10,760
Winnebago	121,178	87,462	33,716	34,818	32,303	33,194	2,209	51,803
Woodford	19,124	—	19,124	5,256	4,589	4,724	346	5,276
Total State	**7,897,241**	**5,809,650**	**2,087,591**	**2,192,724**	**1,974,601**	**2,023,969**	**151,829**	**$3,152,602**

INDIANA

Population	**3,427,796**
Families	**961,498**
Radio Homes, 1940 Census	**826,603**
Radio Homes, NAB Projection	**848,325**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Adams	21,254	5,861	15,393	5,455	4,779	4,836	352	$5,041
Allen	155,084	118,140	36,674	42,223	39,150	40,101	2,885	64,856
Bartholomew	28,276	11,738	16,538	8,146	6,790	6,963	520	8,519
Benton	11,117	—	11,117	3,072	2,678	2,770	206	3,414
Blackford	13,783	7,110	6,673	3,948	3,538	3,603	260	3,881
Boone	22,081	6,529	15,552	6,640	5,891	6,023	416	6,129
Brown	6,189	—	6,189	1,618	952	982	86	546
Carroll	15,140	—	15,140	4,599	3,837	3,891	300	3,632
Cass	36,908	20,177	16,731	10,343	9,223	9,454	696	11,920
Clark	31,020	11,493	19,527	8,544	6,371	6,503	507	5,515

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Clay	25,365	8,126	17,239	7,348	5,728	5,839	411	6,048
Clinton	28,411	13,706	14,705	8,356	7,340	7,551	517	9,838
Crawford	10,171	—	10,171	2,736	1,656	1,673	209	1,088
Daviess	26,163	9,312	16,851	7,067	5,364	5,546	427	5,557
Dearborn	23,053	9,241	13,812	6,447	5,231	5,364	389	5,091
Decatur	17,722	6,065	11,657	5,066	3,912	3,980	392	4,900
De Kalb	24,756	9,700	15,056	7,200	6,193	6,392	521	7,228
Delaware	74,963	49,720	25,243	21,719	19,877	20,316	1,407	27,577
Dubois	22,579	8,857	13,722	5,597	4,067	4,176	437	4,786
Elkhart	72,634	47,837	24,797	20,632	18,372	18,744	1,307	26,399
Fayette	19,411	12,898	6,513	5,455	4,839	4,925	300	5,442
Floyd	35,061	25,414	9,647	10,102	8,406	8,678	772	9,145
Fountain	18,299	3,760	14,539	5,362	4,450	4,536	347	4,826
Franklin	14,412	—	14,412	3,831	2,766	2,811	235	2,428
Fulton	15,577	3,835	11,742	4,615	3,999	4,066	327	4,114
Gibson	30,709	10,854	19,855	8,563	6,812	6,924	540	6,030
Grant	55,813	30,255	25,558	15,783	14,058	14,635	1,093	18,231
Greene	31,330	9,681	21,649	9,150	6,922	7,121	596	6,384
Hamilton	24,614	5,575	19,039	7,462	6,494	6,595	492	6,602
Hancock	17,302	4,821	12,481	5,276	4,514	4,639	361	4,658
Harrison	17,106	—	17,106	4,562	2,961	3,030	253	2,201
Hendricks	20,151	—	20,151	5,896	4,949	5,083	381	4,453
Henry	40,208	16,620	23,588	11,252	10,140	10,323	727	11,230
Howard	47,752	33,795	13,937	13,528	12,300	12,614	907	17,001
Huntington	29,931	13,903	16,028	8,557	7,702	7,854	603	9,197
Jackson	26,612	8,620	17,992	7,296	5,703	5,816	534	6,630
Jasper	14,397	3,214	11,183	3,859	3,214	3,354	260	3,891
Jay	26,601	9,140	13,461	6,666	5,713	5,902	467	6,384
Jefferson	19,912	6,923	12,989	5,293	3,930	4,041	385	4,488
Jennings	13,680	3,112	10,568	3,428	2,252	2,299	185	2,279
Johnson	22,493	6,264	16,229	6,516	5,415	5,558	429	5,991
Knox	43,973	23,338	20,635	12,330	9,955	10,310	916	13,226
Kosciusko	29,561	6,378	12,183	8,653	7,381	7,530	510	8,232
Lagrange	14,352	—	14,352	3,864	2,846	2,885	281	3,191
Lake	293,195	264,780	28,415	75,902	69,917	71,713	4,873	106,544
La Porte	63,660	42,656	21,004	16,788	15,219	15,616	1,184	23,006
Lawrence	35,045	15,907	19,138	9,611	7,655	7,766	551	7,319
Madison	88,575	57,286	31,289	25,325	22,920	23,677	1,736	30,737
Marion	406,926	390,879	70,047	131,660	120,282	124,210	8,719	215,676
Marshall	25,935	5,713	20,222	7,329	6,094	6,362	531	7,290
Martin	10,300	—	10,300	2,600	1,648	1,680	161	1,491
Miami	27,926	12,432	15,494	8,168	7,215	7,382	547	7,917
Monroe	36,534	20,870	15,664	9,981	7,868	8,143	580	11,637
Montgomery	27,231	11,089	16,142	8,305	7,160	7,341	630	9,012
Morgan	19,801	5,009	14,792	5,690	4,296	4,415	392	5,203
Newton	10,775	—	10,775	3,022	2,479	2,584	226	3,183
Noble	22,776	5,431	17,345	6,598	5,634	5,748	513	6,288
Ohio	3,782	—	3,782	1,118	854	863	76	636
Orange	17,311	—	17,311	4,748	3,339	3,430	300	3,545
Owen	12,090	—	12,090	3,478	2,296	2,351	241	2,398
Parke	17,358	—	17,358	5,016	3,814	3,899	335	3,586
Perry	17,770	5,395	12,375	4,533	3,033	3,068	341	2,674
Pike	17,045	3,075	13,970	4,759	3,242	3,361	333	3,051
Porter	27,836	8,736	19,100	7,703	6,867	6,985	583	8,995
Posey	19,183	5,638	13,545	5,437	4,000	4,095	334	3,674
Pulaski	12,056	—	12,056	3,216	2,493	2,565	226	2,942
Putnam	20,839	4,872	15,967	5,886	4,867	4,914	402	4,975
Randolph	26,766	8,838	17,928	8,066	6,854	7,031	553	7,025
Ripley	18,898	3,065	15,833	5,213	3,722	3,805	399	4,290
Rush	18,927	5,960	12,967	5,465	4,712	4,785	378	4,752
St. Joseph	161,823	129,566	32,257	43,804	40,180	41,204	2,844	63,459
Scott	8,978	—	8,978	2,550	1,888	1,904	151	1,607
Shelby	25,953	10,791	15,162	7,815	6,547	6,705	472	8,241
Spencer	16,211	—	16,211	4,413	2,872	2,956	297	2,101
Starke	12,258	—	12,258	3,438	2,615	2,665	279	3,218
Steuben	13,740	3,141	10,599	4,148	3,455	3,532	393	5,033
Sullivan	27,014	5,077	21,937	7,939	5,940	6,123	473	5,054
Switzerland	8,167	—	8,167	2,438	1,676	1,743	166	902
Tippecanoe	51,020	35,068	15,952	14,305	12,781	13,247	829	23,420
Tipton	15,135	5,101	10,034	4,385	3,872	3,930	284	3,475
Union	6,017	—	6,017	1,793	1,522	1,543	86	1,555
Vanderburg	130,783	97,062	33,721	36,227	31,356	32,136	2,379	50,953
Vermillion	21,787	7,092	14,695	6,506	5,297	5,401	479	5,049
Vigo	99,709	66,422	33,287	30,080	25,651	26,153	2,037	39,110
Wabash	26,601	12,823	13,778	7,561	6,708	6,856	589	8,488
Warren	9,055	—	9,055	2,529	2,075	2,113	127	1,268
Warrick	19,435	4,526	14,909	5,433	3,833	3,998	301	3,438
Washington	17,008	3,194	13,814	4,662	3,210	3,309	294	2,653
Wayne	59,229	35,147	24,082	16,456	14,864	15,315	1,190	21,734
Wells	19,099	5,417	13,682	5,537	4,776	4,912	291	4,842
White	17,037	5,153	13,884	4,873	4,055	4,199	396	4,379
Whitley	17,001	4,219	12,782	4,934	4,280	4,356	332	4,471
Total State	**3,427,796**	**1,887,712**	**1,540,084**	**961,498**	**826,603**	**848,325**	**63,979**	**$1,130,514**

All money figures in the retail-service column are in thousands ($000) of dollars.

IOWA

Population	2,538,268
Families	701,824
Radio Homes, 1940 Census	617,006
Radio Homes, NAB Projection	633,168

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Adair	13,196	.....	13,196	3,763	3,222	3,299	288	$3,124
Adams	10,156	.....	10,156	2,930	2,491	2,570	202	2,106
Allamakee	17,184	2,972	14,212	4,500	3,665	3,777	381	4,565
Appanoose	24,245	8,413	15,832	6,975	5,544	5,647	484	5,649
Audubon	11,790	.....	11,790	3,225	2,790	2,854	251	3,171
Benton	22,879	7,365	15,514	6,435	5,762	5,866	506	6,851
Black Hawk	79,946	61,092	18,854	22,621	21,084	21,563	1,446	37,097
Boone	29,782	12,373	17,409	7,917	7,043	7,232	592	9,013
Bremer	17,932	4,156	13,776	4,962	4,332	4,399	358	6,213
Buchanan	20,991	4,342	16,649	5,348	4,655	4,765	438	5,044
Buena Vista	19,838	5,274	14,564	5,483	5,054	5,148	528	7,599
Butler	17,986	.....	17,986	4,983	4,328	4,373	358	4,503
Calhoun	17,584	.....	17,584	4,864	4,398	4,496	457	5,401
Carroll	22,770	5,389	17,381	5,697	5,216	5,323	515	8,004
Cass	18,647	5,802	12,845	5,465	4,773	4,863	587	7,249
Cedar	16,884	2,518	14,366	4,845	4,087	4,286	336	5,144
Cerro Gordo	43,845	30,844	13,001	11,693	10,721	10,922	900	20,010
Cherokee	19,258	7,469	11,789	4,606	4,174	4,307	399	5,985
Chickasaw	15,227	2,933	12,294	4,116	3,510	3,576	337	4,032
Clarke	10,233	3,281	6,952	3,047	2,450	2,573	191	2,296
Clay	17,762	6,599	11,163	4,902	4,395	4,520	428	8,123
Clayton	24,334	.....	24,334	6,650	5,504	5,591	551	5,470
Clinton	44,722	26,270	18,452	12,443	11,313	11,541	988	17,062
Crawford	20,538	4,361	16,177	5,361	4,708	4,790	443	5,446
Dallas	24,649	5,977	18,672	7,178	6,380	6,489	510	7,530
Davis	11,136	2,732	8,404	3,207	2,430	2,498	198	2,039
Decatur	14,012	.....	14,012	3,970	3,060	3,147	279	2,948
Delaware	18,487	3,762	14,725	4903	4,246	4,300	350	4,524
Des Moines	36,804	25,832	10,972	10,875	9,523	9,777	706	14,638
Dickinson	12,185	.....	12,185	3,294	2,946	3,035	378	4,168
Dubuque	63,768	43,892	19,876	15,915	14,322	14,587	1,148	24,822
Emmet	13,406	5,651	7,755	3,548	3,121	3,228	307	5,136
Fayette	29,151	7,801	21,350	7,919	6,906	7,013	605	8,748
Floyd	20,169	8,681	11,488	5,706	5,046	5,208	443	6,298
Franklin	16,379	4,006	12,373	4,446	3,995	4,102	296	4,831
Fremont	14,645	.....	14,645	4,143	3,464	3,539	337	2,633
Greene	16,599	4,088	12,511	4,725	4,262	4,357	392	4,658
Grundy	13,518	.....	13,518	3,703	3,384	3,494	295	3,940
Guthrie	17,210	.....	17,210	4,889	4,074	4,206	463	3,790
Hamilton	19,922	6,738	13,184	5,380	4,925	5,024	403	6,263
Hancock	15,402	.....	15,402	3,965	3,568	3,633	295	4,243
Hardin	22,530	7,978	14,552	6,301	5,555	5,810	574	8,545
Harrison	22,767	3,994	18,773	6,143	4,857	4,984	510	5,236
Henry	17,994	4,610	13,384	4,856	4,099	4,186	316	4,033
Howard	13,531	3,530	10,001	3,592	3,024	3,095	268	3,426
Humboldt	13,459	2,819	10,640	3,565	3,060	3,264	333	3,849
Ida	11,047	.....	11,047	3,024	2,711	2,782	263	3,232
Iowa	17,016	.....	17,016	4,662	4,031	4,099	359	5,171
Jaekson	19,181	4,076	15,105	5,198	4,407	4,528	433	5,707
Jasper	21,496	10,462	21,034	8,847	7,843	8,032	529	8,315
Jefferson	15,762	6,773	8,989	4,641	3,836	3,997	343	4,468
Johnson	33,191	17,182	16,009	9,356	8,117	8,307	572	14,254
Jones	19,950	6,615	13,335	5,144	4,434	4,540	382	5,259
Keokuk	18,406	.....	18,406	5,520	4,707	4,799	401	4,872
Kossuth	26,630	4,954	21,676	6,511	5,772	5,933	522	7,925
Lee	41,074	29,139	11,935	11,425	9,611	9,952	840	12,552
Linn	89,142	66,841	22,301	26,378	23,922	24,490	1,808	41,370
Louisa	11,384	.....	11,384	3,265	2,682	2,746	230	3,083
Lucas	14,571	5,754	8,817	4,187	3,548	3,628	250	3,759
Lyon	15,374	2,556	12,818	3,772	3,236	3,369	357	3,422
Madison	14,525	3,631	10,894	4,215	3,430	3,533	280	3,649
Mahaska	26,485	11,024	15,461	7,696	6,687	6,824	449	7,957
Marion	27,019	10,574	10,445	7,299	6,125	6,427	550	7,235
Marshall	35,406	19,240	16,166	9,702	8,934	9,117	712	14,134
Mills	15,064	4,501	10,563	3,662	3,046	3,136	299	3,285
Mitchell	14,121	3,196	10,925	3,833	3,323	3,390	294	3,937
Monona	18,238	3,438	14,800	4,861	3,874	4,032	368	4,407
Monroe	14,553	5,157	9,396	3,964	3,174	3,300	263	2,893
Montgomery	15,697	5,763	9,934	4,606	4,131	4,238	397	5,359
Muscatine	31,296	18,286	13,010	9,259	8,210	8,375	686	11,038
O'Brien	19,293	3,768	15,525	5,185	4,689	4,845	520	6,858
Osceola	10,607	.....	10,607	2,689	2,380	2,425	225	3,099
Page	24,887	11,751	13,136	6,678	5,772	5,952	628	11,026
Palo Alto	16,170	3,374	12,796	4,009	3,498	3,612	346	4,756
Plymouth	23,502	5,353	18,149	6,001	5,249	5,373	422	6,216
Pocahontas	16,266	.....	16,266	4,204	3,815	3,934	349	4,471
Polk	195,835	164,071	31,764	56,516	51,022	53,129	3,972	94,342
Pottawattamie	66,756	41,439	25,317	18,471	16,259	16,675	1,356	20,145
Poweshiek	18,758	5,210	13,548	5,368	4,808	4,937	342	5,713

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Ringgold	11,137	.....	11,137	3,264	2,617	2,710	177	1,893
Sac	17,639	3,165	14,474	4,763	4,320	4,412	390	5,241
Scott	84,784	69,182	15,566	24,166	22,303	22,686	1,486	40,042
Shelby	16,720	3,727	12,993	4,255	3,783	3,854	414	4,557
Sioux	27,209	2,681	24,528	6,647	5,659	5,776	603	6,498
Story	33,434	15,908	17,526	9,286	8,478	8,773	815	14,447
Tama	22,428	2,832	19,596	6,237	5,570	5,670	499	5,954
Taylor	14,258	.....	14,258	4,176	3,440	3,505	344	2,625
Union	16,280	8,038	8,247	4,848	4,142	4,303	377	5,145
Van Buren	12,053	.....	12,053	3,702	2,997	3,063	262	2,151
Wapello	44,280	31,570	12,710	12,834	11,249	11,479	767	14,947
Warren	17,695	4,123	13,572	5,110	4,195	4,321	458	3,899
Washington	20,055	5,227	14,828	5,746	4,909	5,002	389	6,708
Wayne	13,308	.....	13,308	4,016	3,341	3,400	264	2,511
Webster	41,521	22,904	18,617	11,374	10,444	10,568	808	18,315
Winnebago	13,972	2,545	11,427	3,555	3,047	3,152	317	4,719
Winneshiek	22,263	5,303	16,960	5,807	4,959	5,060	438	5,777
Woodbury	103,627	82,364	21,263	28,394	25,208	25,966	2,207	47,338
Worth	11,449	.....	11,449	3,006	2,629	2,670	223	2,581
Wright	20,038	6,995	13,043	5,442	4,967	5,085	425	5,920
State Total	**2,538,268**	**1,084,231**	**1,454,037**	**701,824**	**617,006**	**633,168**	**52,780**	**$870,632**

KANSAS

Population **1,801,028**
Families **511,109**
Radio Homes, 1940 Census **411,984**
Radio Homes, NAB Projection **424,457**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Allen	19,874	7,244	12,630	6,020	4,430	4,597	394	$4,603
Anderson	11,658	2,607	9,051	3,404	2,430	2,489	242	2,310
Atchison	22,222	12,648	9,574	6,217	5,109	5,270	442	5,683
Barber	9,073	....	9,073	2,574	2,039	2,100	220	2,772
Barton	25,010	12,763	12,247	6,790	5,763	5,926	533	8,959
Bourbon	20,944	10,557	10,387	6,354	4,764	4,890	474	5,493
Brown	17,395	6,110	11,285	5,080	4,142	4,236	348	4,178
Butler	32,013	13,866	18,147	9,210	7,391	7,596	642	9,246
Chase	6,345	....	6,345	1,835	1,356	1,379	110	1,122
Chautauqua	9,233	....	9,233	2,685	1,754	1,796	169	1,991
Cherokee	29,817	12,698	17,119	8,656	6,325	6,476	505	5,063
Cheyenne	6,221	....	6,221	1,590	1,151	1,208	119	1,476
Clark	4,081	....	4,081	1,107	880	905	101	1,218
Clay	13,281	4,518	8,763	3,964	3,365	3,420	315	3,950
Cloud	17,247	6,255	10,992	5,001	3,974	4,123	385	4,863
Coffey	12,278	....	12,278	3,679	2,596	2,661	245	2,750
Comanche	4,412	....	4,412	1,241	1,023	1,034	124	1,323
Cowley	38,139	22,258	24,066	11,102	9,164	9,428	797	11,450
Crawford	44,191	20,125	24,066	13,614	10,881	11,055	1,024	12,244
Decatur	7,434	....	7,434	2,062	1,453	1,552	152	1,304
Dickinson	22,929	9,475	13,454	6,632	5,698	5,829	574	6,182
Doniphan	12,936	....	12,936	3,663	2,611	2,714	251	1,707
Douglas	25,171	14,390	10,781	7,897	6,609	6,799	527	9,078
Edwards	6,377	....	6,377	1,834	1,446	1,479	166	1,469
Elk	8,180	....	8,180	2,468	1,694	1,756	184	1,422
Ellis	17,508	6,385	11,123	3,935	3,071	3,164	293	4,660
Ellsworth	9,855	....	9,855	2,676	2,174	2,239	224	2,131
Finney	10,092	6,285	3,807	2,706	2,120	2,210	209	4,511
Ford	17,254	8,487	8,767	4,579	3,806	3,987	398	6,798
Franklin	20,889	10,193	10,696	6,117	4,811	4,976	427	5,733
Geary	15,222	8,507	6,715	3,527	3,104	3,178	258	4,027
Gove	4,793	....	4,793	1,138	748	763	107	762
Graham	6,071	....	6,071	1,572	1,003	1,051	105	779
Grant	1,946	....	1,946	497	348	363	45	431
Gray	4,773	....	4,773	1,200	847	909	95	837
Greeley	1,638	....	1,638	429	310	324	39	246
Greenwood	16,495	3,803	12,692	4,764	3,486	3,579	362	4,054
Hamilton	2,645	....	2,645	707	529	536	80	762
Harper	12,068	2,873	9,195	3,481	2,866	2,945	322	3,382
Harvey	21,172	11,048	10,664	5,973	5,063	5,191	429	6,655
Haskell	2,088	....	2,088	541	424	433	46	399
Hodgeman	3,535	....	3,535	892	656	675	64	421
Jackson	13,382	2,885	10,497	3,909	2,783	2,906	276	2,241
Jefferson	12,718	....	12,718	3,748	2,541	2,613	246	1,698
Jewell	11,970	....	11,970	3,603	2,554	2,657	206	1,768
Johnson	33,327	3,979	23,348	9,686	8,279	8,552	615	6,267
Kearny	2,525	....	2,525	671	493	538	62	411
Kingman	12,001	3,213	8,788	3,212	2,655	2,711	268	2,691
Kiowa	5,112	....	5,112	1,395	1,123	1,154	129	1,045
Labette	30,352	14,294	16,058	8,889	7,002	7,138	602	7,931
Lane	2,821	....	2,821	759	591	604	70	659

All money figures in the retail-service column are in thousands ($000) of dollars.

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Leavenworth	41,112	19,220	21,892	9,023	7,546	7,722	593	8,316
Lincoln	8,338	....	8,338	2,314	1,788	1,868	156	1,302
Linn	11,969	....	11,969	3,656	2,208	2,285	265	2,059
Logan	3,688	....	3,688	961	712	732	107	828
Lyon	26,424	13,188	13,236	7,692	6,186	6,336	565	8,355
McPherson	24,152	7,194	16,958	6,710	5,586	5,751	530	6,831
Marion	18,951	....	18,951	5,197	4,011	4,162	367	4,135
Marshall	20,986	4,055	16,931	5,966	4,779	4,873	541	4,715
Meade	5,522	....	5,522	1,444	1,060	1,097	114	1,494
Miami	19,489	7,656	11,833	5,412	4,144	4,203	346	3,926
Mitchell	11,339	3,765	7,574	3,173	2,599	2,670	284	3,214
Montgomery	49,729	34,734	14,995	14,650	11,565	11,881	1,048	15,120
Morris	10,363	2,875	7,488	2,969	2,334	2,388	232	2,056
Morton	2,186	....	2,186	611	406	437	65	538
Nemaha	16,761	....	16,761	4,486	3,466	3,549	349	3,963
Neosho	22,210	10,142	12,068	6,552	4,954	5,077	425	5,674
Ness	6,864	....	6,864	1,765	1,321	1,364	183	1,174
Norton	9,831	2,762	7,069	2,711	1,848	1,928	164	1,930
Osage	15,118	....	15,118	4,625	3,392	3,479	328	2,677
Osborne	9,835	....	9,835	2,856	2,220	2,271	238	2,062
Ottawa	9,224	....	9,224	2,778	2,294	2,356	191	1,662
Pawnee	10,300	3,533	6,767	2,466	2,073	2,125	206	2,933
Phillips	10,435	....	10,435	3,053	2,133	2,256	254	2,134
Pottawatomie	14,015	....	14,015	3,869	2,954	3,020	302	3,018
Pratt	12,348	6,591	5,757	3,467	2,897	3,045	299	4,399
Rawlins	6,618	....	6,618	1,701	1,340	1,379	137	1,123
Reno	52,165	30,013	22,152	14,772	12,483	12,887	1,152	19,886
Republic	13,124	2,580	10,544	3,999	2,974	3,043	306	2,603
Rice	17,123	4,497	12,716	4,988	4,291	4,403	382	5,173
Riley	20,617	11,659	8,958	6,074	5,171	5,274	476	8,499
Rooks	8,497	....	8,497	2,355	1,743	1,822	189	1,692
Rush	8,285	....	8,285	2,161	1,664	1,695	189	1,597
Russell	13,464	4,819	8,645	3,706	3,037	3,109	298	3,729
Saline	29,535	21,073	8,462	8,394	7,315	7,677	732	12,318
Scott	3,773	....	3,773	992	790	813	92	1,074
Sedgwick	143,311	114,966	28,345	42,468	36,943	38,356	3,172	62,794
Seward	6,540	4,410	2,130	1,800	1,425	1,500	171	3,181
Shawnee	91,247	67,833	23,414	26,376	23,202	23,955	1,797	35,534
Sheridan	5,312	....	5,312	1,254	854	885	93	719
Sherman	6,421	3,306	3,115	1,741	1,359	1,402	144	2,051
Smith	10,582	....	10,582	3,205	2,201	2,269	223	1,768
Stafford	10,487	....	10,487	2,921	2,351	2,475	196	2,646
Stanton	1,443	....	1,443	365	244	252	36	378
Stevens	3,193	....	3,193	852	604	620	63	633
Sumner	26,163	7,246	18,917	7,602	6,313	6,469	481	6,114
Thomas	6,425	....	6,425	1,747	1,425	1,466	175	2,175
Trego	5,822	....	5,822	1,462	1,110	1,130	124	1,096
Wabaunsee	9,219	....	9,219	2,603	1,858	1,883	209	1,541
Wallace	2,216	....	2,216	598	416	428	48	387
Washington	15,921	....	15,921	4,600	3,406	3,486	332	2,547
Wichita	2,185	....	2,185	564	409	423	46	614
Wilson	17,723	6,900	10,823	5,244	3,952	4,076	340	3,504
Woodson	8,014	....	8,014	2,323	1,616	1,648	219	1,401
Wyandotte	145,071	121,458	23,613	40,551	35,577	36,676	2,588	40,507
Total State	**1,801,028**	**753,941**	**1,047,087**	**511,109**	**411,984**	**424,457**	**37,592**	**$503,948**

KENTUCKY

Population **2,845,627**
Families **698,538**
Radio Homes, 1940 Census **444,416**
Radio Homes, NAB Projection **456,633**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Adair	18,566	—	18,566	4,353	1,902	1,925	252	$1,388
Allen	15,496	—	15,496	3,964	1,841	1,862	213	1,876
Anderson	8,936	—	8,936	2,404	1,718	1,762	105	1,382
Ballard	9,480	—	9,480	2,633	1,553	1,636	150	987
Barren	27,559	5,815	21,744	6,958	4,138	4,232	393	5,141
Bath	11,451	—	11,451	2,792	1,577	1,636	146	965
Bell	43,812	15,659	28,153	9,229	5,026	5,195	443	7,441
Boone	10,820	—	10,820	2,983	2,232	2,289	170	1,197
Bourbon	17,932	6,697	11,235	4,875	3,513	3,616	207	3,454
Boyd	45,938	34,061	11,877	10,956	8,880	9,087	745	12,902
Boyle	17,075	6,734	10,341	4,549	3,238	3,383	280	5,302
Bracken	9,389	—	9,389	2,550	1,798	1,866	173	1,364
Breathitt	23,946	—	23,946	4,637	1,003	1,030	379	980
Breckinridge	17,744	—	17,744	4,508	2,346	2,381	292	1,537
Bullitt	9,511	—	9,511	2,448	1,475	1,491	111	987
Butler	14,371	—	14,371	3,391	1,254	1,280	246	723
Caldwell	14,499	5,389	9,110	4,008	2,291	2,361	180	2,281
Calloway	19,041	3,773	15,268	5,202	2,995	3,118	295	3,040
Campbell	71,918	58,785	13,133	20,029	17,912	18,480	1,332	20,298

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Carlisle	7,650	—	7,650	2,062	1,192	1,242	94	787
Carroll	8,657	2,910	5,747	2,388	1,667	1,692	153	2,095
Carter	25,545	—	25,545	5,284	2,676	2,738	289	2,148
Casey	19,962	—	19,962	4,258	1,635	1,672	197	937
Christian	36,129	11,724	24,405	9,195	4,906	5,061	519	7,083
Clark	17,988	8,594	9,394	4,976	3,431	3,592	316	4,444
Clay	23,901	—	23,901	4,527	1,496	1,530	259	1,123
Clinton	10,278	—	10,279	2,287	959	978	128	727
Crittenden	12,115	—	12,115	3,203	2,006	2,040	166	1,476
Cumberland	11,923	—	11,923	2,622	1,055	1,075	153	866
Daviess	52,335	30,245	22,090	13,556	9,928	10,299	792	14,220
Edmonson	11,344	—	11,344	2,557	1,117	1,132	185	693
Elliott	8,713	—	8,713	1,741	707	718	116	422
Estill	17,978	3,631	14,347	3,853	1,784	1,821	231	1,896
Fayette	78,899	49,304	29,595	21,044	16,678	17,249	1,125	36,564
Fleming	13,327	—	13,327	3,582	2,166	2,259	244	1,753
Floyd	52,986	—	52,986	10,457	5,906	6,031	585	5,846
Franklin	23,308	11,492	11,816	6,040	4,748	4,820	335	7,189
Fulton	15,413	3,308	12,105	4,080	2,486	2,559	339	4,012
Gallatin	4,307	—	4,307	1,188	660	701	79	626
Garrard	11,910	—	11,910	2,915	1,817	1,848	149	1,669
Grant	9,876	—	9,876	2,741	1,772	1,802	183	1,792
Graves	31,763	8,619	23,144	8,747	5,305	5,503	492	5,901
Grayson	17,562	—	17,562	4,361	1,804	1,847	288	1,673
Green	12,321	—	12,321	3,077	1,547	1,586	181	930
Greenup	24,917	—	24,917	5,456	3,395	3,463	272	2,027
Hancock	6,807	—	6,807	1,780	939	962	104	693
Hardin	29,108	3,667	25,441	6,091	3,605	3,740	425	5,673
Harlan	75,275	9,271	66,004	15,846	10,204	10,484	663	14,272
Harrison	15,124	4,840	10,284	4,243	2,973	3,144	280	3,945
Hart	17,239	—	17,239	4,320	2,121	2,172	255	1,666
Henderson	27,020	13,160	13,860	7,414	5,029	5,176	393	5,731
Henry	12,220	—	12,220	3,327	2,293	2,321	179	1,822
Hickman	9,142	—	9,142	2,442	1,384	1,440	100	1,018
Hopkins	37,789	13,627	24,162	10,321	6,546	6,667	531	7,558
Jackson	16,339	—	16,339	3,249	1,049	1,100	168	793
Jefferson	385,392	319,077	66,315	106,158	90,710	92,905	6,586	151,305
Jessamine	12,174	3,192	8,982	3,252	2,172	2,202	223	2,284
Johnson	25,771	—	25,771	5,527	2,757	2,800	293	3,367
Kenton	93,139	71,088	22,051	26,208	23,546	24,175	1,662	27,221
Knott	20,007	—	20,007	3,762	1,276	1,289	226	778
Knox	31,029	1,575	29,454	6,500	2,766	2,831	326	2,219
Larue	9,622	—	9,622	2,472	1,424	1,445	158	1,226
Laurel	25,640	—	25,640	5,460	2,404	2,462	266	2,357
Lawrence	17,275	—	17,275	3,747	1,668	1,712	215	1,139
Lee	10,860	—	10,860	2,280	936	957	146	770
Leslie	14,981	—	14,981	2,744	611	622	148	562
Letcher	40,592	9,428	31,164	8,102	4,455	4,642	450	4,672
Lewis	15,686	—	15,686	3,700	1,722	1,824	157	916
Lincoln	19,859	—	19,859	4,616	2,525	2,607	288	2,063
Livingston	9,127	—	9,127	2,399	1,282	1,307	92	614
Logan	23,345	3,983	19,362	6,090	3,378	3,486	316	3,310
Lyon	9,067	—	9,067	1,942	974	1,062	77	826
McCracken	48,534	33,765	14,769	13,462	9,318	9,595	780	15,917
McCreary	16,451	—	16,451	3,300	1,536	1,573	203	1,682
McLean	11,446	—	11,446	2,988	1,891	1,933	158	1,103
Madison	28,541	7,335	21,206	7,175	4,163	4,341	408	5,760
Magoffin	17,490	—	17,490	3,441	1,016	1,039	245	673
Marion	16,913	3,786	13,127	3,793	2,243	2,303	169	2,375
Marshall	16,602	—	16,602	4,379	2,518	2,601	211	1,667
Martin	10,970	—	10,970	2,056	680	699	107	413
Mason	19,066	6,572	12,494	5,096	3,648	3,730	375	5,450
Meade	8,827	—	8,827	2,185	1,309	1,322	130	910
Menifee	5,691	—	5,691	1,221	405	415	68	341
Mercer	14,629	4,673	9,956	3,932	2,760	2,835	218	2,761
Metcalfe	10,853	—	10,853	2,683	1,237	1,275	112	517
Monroe	14,070	—	14,070	3,258	1,576	1,604	259	1,128
Montgomery	12,280	4,782	7,498	3,204	1,965	2,007	209	2,732
Morgan	16,827	—	16,827	3,557	1,197	1,248	270	830
Muhlenberg	37,554	4,199	33,355	9,129	4,870	4,976	416	5,066
Nelson	18,004	3,152	14,852	4,184	2,614	2,678	200	2,532
Nicholas	8,617	—	8,617	2,393	1,668	1,705	110	1,159
Ohio	24,421	—	24,421	6,312	3,080	3,133	412	2,119
Oldham	10,716	—	10,716	2,096	1,472	1,504	107	1,135
Owen	10,942	—	10,942	2,998	1,877	1,917	123	1,367
Owsley	8,957	—	8,957	1,833	618	633	116	378
Pendleton	10,392	—	10,392	2,814	1,924	1,973	156	1,444
Perry	47,828	7,397	40,431	9,444	5,438	5,535	512	7,621
Pike	71,122	4,185	66,937	13,987	7,115	7,284	770	8,067
Powell	7,671	—	7,671	1,646	588	613	92	302
Pulaski	39,863	6,154	33,709	9,053	4,611	4,681	510	4,482
Robertson	3,419	—	3,419	948	640	659	64	426
Rockcastle	17,165	—	17,165	3,711	1,207	1,240	255	1,062

All money figures in the retail-service column are in thousands ($000) of dollars.

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Rowan	12,734	—	12,734	2,731	1,473	1,500	217	1,675
Russell	13,615	—	13,615	2,984	1,172	1,187	173	915
Scott	14,314	4,420	9,894	3,942	2,800	2,892	195	2,811
Shelby	17,759	4,392	13,367	4,770	3,384	3,506	207	3,723
Simpson	11,752	3,940	7,812	3,123	1,818	1,868	176	2,229
Spencer	6,757	—	6,757	1,649	1,043	1,058	68	644
Taylor	13,556	—	13,556	3,381	1,961	2,013	178	1,917
Todd	14,234	—	14,234	3,717	1,713	1,771	196	1,507
Trigg	12,784	—	12,784	3,131	1,527	1,553	104	1,050
Trimble	5,601	—	5,601	1,443	930	973	81	324
Union	17,411	3,079	14,332	4,390	2,970	3,057	224	2,711
Warren	36,631	14,585	22,046	9,797	5,787	5,987	626	8,674
Washington	12,965	—	12,965	3,049	1,961	1,997	149	1,854
Wayne	17,204	—	17,204	3,734	1,357	1,466	177	1,385
Webster	19,198	4,397	14,801	5,374	2,977	3,066	282	2,840
Whitley	33,186	6,318	26,868	7,288	3,340	3,434	469	5,128
Wolfe	9,997	—	9,997	2,068	646	654	108	390
Woodford	11,847	2,548	9,299	2,971	2,109	2,194	159	2,088
Total State	**2,845,627**	**849,327**	**1,996,300**	**698,538**	**444,416**	**456,633**	**40,283**	**$554,228**

LOUISIANA

Population **2,363,880**
Families **592,528**
Radio Homes, 1940 Census **307,883**
Radio Homes, NAB Projection **315,261**

Parish	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Acadia	46 260	14,497	31,763	10,971	4,203	4,300	627	$7,510
Allen	17,540	3,933	13,307	4,464	1,878	1,933	195	1,998
Ascension	21,215	3,889	17,326	5,182	2,012	2,060	266	2,929
Assumption	18,541	—	18,541	4,263	1,373	1,391	204	2,380
Avoyelles	39,256	3,575	35,681	9,500	3,395	3,511	592	4,362
Beauregard	14,847	3,750	11,097	3,772	1,504	1,551	195	2,095
Bienville	23,933	—	23,933	5,671	2,090	2,142	220	2,658
Bossier	33,162	5,786	27,376	8,100	3,286	3,422	276	4,528
Caddo	150,203	98,167	52,036	40,350	25,835	26,484	2,255	56,696
Calcasieu	56,506	27,963	28,543	14,522	9,043	9,179	973	16,994
Caldwell	12,046	—	12,046	2,902	1,296	1,348	120	1,358
Cameron	7,203	—	7,203	1,698	789	813	97	505
Catahoula	14,618	—	14,618	3,522	915	1,019	132	1,136
Claiborne	29,855	3,497	26,358	7,036	2,645	2,698	318	3,720
Concordia	14,562	2,857	11,705	4,131	1,137	1,161	167	1,913
De Soto	31,803	4,065	27,738	7,897	2,313	2,378	303	3,591
East Baton Rouge	88,415	34,719	53,696	23,016	15,889	16,314	1,277	37,038
East Carroll	19,023	3,711	15,312	5,206	1,500	1,582	159	2,239
East Feliciana	18,039	5,384	12,655	3,263	877	889	132	1,072
Evangeline	30,497	3,721	26,776	7,678	1,781	1,827	409	2,613
Franklin	32,382	2,834	29,548	7,981	2,704	2,792	267	3,346
Grant	15,933	—	15,933	3,915	1,491	1,549	177	1,651
Iberia	37,183	17,109	20,074	8,904	4,411	4,519	512	7,455
Iberville	27,721	5,049	22,672	7,001	2,476	2,512	351	3,681
Jackson	17,807	2,639	15,168	4,355	2,186	2,231	156	3,029
Jefferson	50,427	15,871	34,556	12,726	9,319	9,531	818	9,646
Jefferson Davis	24,191	7,343	16,848	6,046	2,620	2,711	311	4,636
Lafayette	43,941	19,210	24,731	10,321	4,428	4,528	681	8,896
Lafourche	38,615	5,851	32,764	8,638	3,342	3,474	401	7,309
La Salle	10,959	—	10,959	2,737	1,297	1,322	150	2,058
Lincoln	24,790	7,107	17,683	6,005	2,744	2,824	255	3,773
Livingston	17,790	—	17,790	4,258	1,757	1,771	194	1,567
Madison	18,443	5,712	12,731	5,012	1,533	1,561	202	2,885
Morehouse	27,571	6,626	20,945	7,244	2,454	2,511	210	3,845
Natchitoches	40,997	6,812	34,185	9,851	3,091	3,197	392	4,546
Orleans	494,537	494,537	—	133,040	100,856	102,649	9,173	176,285
Ouachita	59,168	36,869	22,299	15,836	9,735	10,035	947	21,681
Plaquemines	12,318	—	12,318	2,918	1,446	1,454	137	938
Point Coupee	24,004	—	24,004	5,767	1,748	1,815	338	2,715
Rapides	73,370	31,363	42,007	17,651	8,978	9,309	957	16,428
Red River	15,881	—	15,881	3,896	1,159	1,180	113	1,355
Richland	28,829	—	28,829	7,112	2,439	2,549	253	3,240
Sabine	23,586	—	23,586	5,605	1,928	2,020	261	2,581
St. Bernard	7,280	—	7,280	1,779	1,073	1,093	102	701
St. Charles	12,321	—	12,321	2,895	1,417	1,441	188	1,553
St. Helena	9,542	—	9,542	2,215	661	672	49	321
St. James	16,596	—	16,596	3,799	1,213	1,270	242	1,748
St. John the Baptist	14,766	—	14,766	3,393	1,422	1,449	196	1,705
St. Landry	71,481	14,222	57,259	15,576	4,915	5,021	829	10,128
St. Martin	26,394	3,501	22,893	5,672	1,784	1,812	369	2,681
St. Mary	31,458	11,243	20,215	7,633	3,505	3,569	404	5,001
St. Tammany	23,624	6,987	16,637	5,974	3,098	3,158	350	3,697

State	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Tangipahoa	45,519	10,034	35,485	11,363	5,026	5,089	544	7,812
Tensas	15,940	—	15,940	4,489	1,021	1,050	162	1,450
Terrebonne	35,880	9,052	26,828	8,152	3,441	3,590	493	8,035
Union	20,943	—	20,943	5,004	2,169	2,298	203	1,968
Vermilion	37,750	9,510	28,240	8,959	3,437	3,495	516	4,869
Vernon	19,142	2,829	16,313	4,765	1,977	2,019	209	2,270
Washington	34,443	14,604	19,839	8,583	4,443	4,526	396	6,223
Webster	33,676	9,499	24,177	8,430	4,208	4,295	394	5,705
West Baton Rouge	11,263	—	11,263	3,007	1,049	1,061	107	1,205
West Carroll	19,252	—	19,252	4,515	2,044	2,103	194	1,903
West Feliciana	11,720	—	11,720	2,182	467	473	82	676
Winn	16,823	4,512	12,411	4,180	1,610	1,731	154	2,120
Total State	**2,363,880**	**980,439**	**1,383,441**	**592,528**	**307,883**	**315,261**	**32,356**	**$522,652**

MAINE

Population	847,226
Families	218,968
Radio Homes, 1940 Census	184,348
Radio Homes, NAB Projection	189,300

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Androscoggin	76,679	58,415	18,264	19,562	17,657	18,150	1,511	$30,783
Aroostook	94,436	8,149	86,287	19,853	14,031	14,559	1,639	23,982
Cumberland	146,000	107,514	38,486	38,636	34,977	36,033	2,964	69,868
Franklin	19,896	....	19,896	5,332	4,266	4,348	469	5,659
Hancock	32,422	3,911	28,511	9,390	7,501	7,757	887	10,787
Kennebec	77,231	44,998	32,233	19,250	16,464	16,868	1,543	28,390
Knox	27,191	8,899	18,292	8,176	6,704	6,859	732	9,891
Lincoln	16,294	....	16,294	4,846	3,859	4,012	411	5,624
Oxford	42,662	8,447	34,215	11,011	9,047	9,204	795	11,968
Penobscot	97,104	44,020	53,084	24,307	21,146	21,649	1,768	36,143
Piscataquis	18,467	....	18,467	5,086	4,156	4,232	359	4,483
Sagadahoc	19,123	10,235	8,888	5,346	4,558	4,662	370	6,260
Somerset	38,245	6,001	32,244	10,213	8,279	8,509	790	9,741
Waldo	21,159	5,540	15,619	5,943	4,547	4,667	480	5,181
Washington	37,767	8,507	29,260	10,164	7,816	8,102	893	9,383
York	82,550	28,421	54,129	21,853	19,340	19,689	2,147	27,914
Total State	**847,226**	**343,057**	**504,169**	**218,968**	**184,348**	**189,300**	**17,758**	**$296,057**

MARYLAND

Population	1,821,244
Families	465,683
Radio Homes, 1940 Census	396,338
Radio Homes, NAB Projection	410,164

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Allegany	86,973	50,707	36,266	21,842	18,896	19,427	1,423	$29,240
Anne Arundel	68,375	13,069	55,306	15,115	12,156	12,527	934	15,754
Baltimore	155,825	28,802	127,023	37,533	34,425	35,341	1,886	28,581
Baltimore City	859,100	859,100	—	227,582	206,038	213,790	19,658	413,654
Calvert	10,484	—	10,484	2,382	1,256	1,286	202	1,962
Caroline	17,549	—	17,549	4,682	3,450	3,507	346	4,091
Carroll	39,054	4,692	34,362	9,493	7,950	8,090	585	9,364
Cecil	26,407	3,518	22,889	6,333	4,897	5,136	443	6,201
Charles	17,612	—	17,612	3,779	1,799	1,907	231	3,141
Dorchester	28,006	10,102	17,904	7,239	4,769	5,040	618	6,943
Frederick	57,312	19,658	37,654	14,306	11,525	11,793	927	18,123
Garrett	21,981	—	21,981	4,953	3,146	3,267	253	4,031
Harford	35,060	4,967	30,093	8,274	6,567	6,823	557	9,261
Howard	17,175	—	17,175	3,965	3,071	3,176	302	4,447
Kent	13,465	2,760	10,705	3,702	2,444	2,613	319	4,133
Montgomery	83,912	7,650	76,262	21,740	19,109	19,771	713	25,520
Prince Georges	89,490	18,347	71,143	21,353	17,644	18,216	907	21,123
Queen Annes	14,476	—	14,476	3,913	2,527	2,579	232	2,868
St. Marys	14,626	—	14,626	3,084	1,280	1,313	250	2,365
Somerset	20,965	3,908	17,057	5,544	3,357	3,521	432	3,121
Talbot	18,784	4,528	14,256	5,267	3,853	3,970	390	6,863
Washington	68,838	32,491	36,347	17,697	14,843	15,305	1,300	23,162
Wicomico	34,530	13,313	21,217	9,744	7,335	7,597	687	12,970
Worcester	21,245	2,739	18,506	5,981	4,001	4,169	468	7,573
Total State	**1,821,244**	**1,080,351**	**740,893**	**465,683**	**396,338**	**410,164**	**34,063**	**$664,491**

All money figures in the retail-service column are in thousands ($000) of dollars.

MASS.

Population	4,316,721
Families	1,120,694
Radio Homes, 1940 Census	1,044,830
Radio Homes, NAB Projection	1,077,642

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Barnstable	37,295	12,001	25,294	11,047	9,684	9,825	1,084	$21,793
Berkshire	122,273	98,757	23,516	32,629	30,007	30,922	2,259	51,640
Bristol	364,637	327,946	36,691	96,741	89,300	91,776	7,110	126,600
Dukes	5,669	—	5,669	1,699	1,508	1,517	222	3,248
Essex	496,313	467,534	28,779	133,919	124,278	128,173	10,229	190,681
Franklin	49,453	28,865	20,588	13,708	12,347	12,704	932	19,792
Hampden	332,107	304,016	28,091	87,360	82,569	84,825	6,305	146,136
Hampshire	72,461	55,933	16,528	17,835	16,458	16,883	1,436	25,807
Middlesex	971,390	891,684	79,706	244,859	230,313	238,208	16,511	327,638
Nantucket	3,401	3,401	—	989	948	955	119	2,110
Norfolk	325,180	280,406	44,774	83,251	78,417	81,689	5,122	122,697
Plymouth	168,824	122,934	45,890	47,965	44,639	45,487	3,867	72,229
Suffolk	863,248	863,248	—	220,304	205,152	211,842	20,029	569,209
Worcester	504,470	402,751	101,719	128,388	119,210	122,836	8,775	196,533
Total State	**4,316,721**	**3,859,476**	**457,245**	**1,120,694**	**1,044,830**	**1,077,642**	**84,000**	**$1,876,113**

MICHIGAN

Population	5,256,106
Families	1,396,014
Radio Homes, 1940 Census	1,271,499
Radio Homes, NAB Projection	1,304,149

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Alcona	5,463	—	5,463	1,412	1,130	1,171	99	$1,047
Alger	10,167	4,409	5,758	2,486	1,905	1,932	162	2,683
Allegan	41,839	7,954	33,885	11,676	10,018	10,305	790	10,837
Alpena	20,766	12,808	7,958	5,217	4,225	4,307	330	6,487
Antrim	10,965	—	10,964	2,958	2,145	2,180	167	1,857
Arenac	9,233	—	9,233	2,358	1,726	1,744	165	2,211
Baraga	9,356	2,564	6,792	2,389	1,895	1,938	135	2,141
Barry	22,613	5,175	17,438	6,592	5,715	5,824	289	4,896
Bay	74,981	47,956	27,025	19,325	17,420	17,930	1,179	25,245
Benzie	7,800	—	7,800	2,208	1,795	1,822	180	2,184
Berrien	89,117	41,015	48,102	25,332	22,559	23,150	1,672	33,004
Branch	25,845	7,343	18,502	7,713	6,774	6,928	514	7,563
Calhoun	94,206	57,051	37,155	26,817	24,493	25,227	1,737	36,360
Cass	21,910	5,007	16,903	6,508	5,478	5,627	385	5,170
Charlevoix	13,031	2,904	10,127	3,513	2,706	2,821	286	3,572
Cheboygan	13,644	5,673	7,971	3,441	2,545	2,625	267	3,658
Chippewa	27,807	15,847	11,960	6,725	5,597	5,699	459	9,036
Clare	9,163	—	9,163	2,451	1,889	1,973	190	2,651
Clinton	26,671	4,422	22,249	7,255	6,428	6,615	423	5,949
Crawford	3,765	—	3,765	947	740	754	111	1,525
Delta	34,037	19,802	14,235	8,724	7,286	7,509	575	10,424
Dickinson	28,731	20,579	8,152	7,506	6,676	6,782	470	7,687
Eaton	34,124	12,503	21,621	9,982	8,801	9,103	623	8,473
Emmet	15,791	6,019	9,772	4,209	3,189	3,252	364	7,110
Genesee	227,944	154,920	73,024	60,380	56,536	57,660	3,594	89,672
Gladwin	9,385	—	9,385	2,397	1,915	1,961	158	1,909
Gogebic	31,797	21,040	10,757	8,091	7,106	7,263	569	9,808
Grand Traverse	23,390	14,455	8,935	5,842	4,903	5,002	338	9,505
Gratiot	32,205	10,241	21,964	8,831	7,405	7,662	586	9,338
Hillsdale	29,092	6,381	22,711	8,576	7,224	7,475	518	6,594
Houghton	47,631	13,176	34,455	12,554	11,116	11,377	802	13,249
Huron	32,584	2,624	29,960	8,069	6,837	6,994	579	8,171
Ingham	130,616	87,459	43,157	36,894	34,502	35,306	2,095	58,173
Ionia	35,710	10,481	25,229	9,535	8,353	8,583	667	8,633
Iosco	8,560	—	8,560	2,347	1,862	1,952	168	2,264
Iron	20,243	7,057	13,186	5,237	4,382	4,466	322	5,200
Isabella	25,982	8,413	17,569	6,693	5,628	5,769	373	6,778
Jackson	93,108	49,656	43,452	25,148	23,193	23,707	1,592	35,064
Kalamazoo	100,085	54,097	45,988	27,564	25,472	26,175	1,784	43,610
Kalkaska	5,159	—	5,159	1,363	891	969	60	740
Kent	246,338	169,191	77,147	69,220	63,953	65,723	4,479	102,253
Keweenaw	4,004	—	4,004	1,070	871	873	44	577
Lake	4,798	—	4,798	1,454	871	915	115	802
Lapeer	32,116	5,365	26,751	7,402	6,409	6,699	515	7,789
Leelanau	8,436	—	8,436	2,145	1,517	1,553	170	1,382
Lenawee	53,110	17,151	35,959	14,835	13,200	13,608	1,011	16,740
Livingston	20,863	3,748	17,115	5,710	5,112	5,251	386	6,301
Luce	7,423	2,732	4,691	1,488	1,069	1,103	77	1,968
Mackinac	9,438	2,669	6,769	2,362	1,722	1,793	208	2,281
Macomb	107,638	48,226	59,412	27,509	25,692	26,357	1,618	29,493
Manistee	18,450	8,694	9,756	5,230	4,435	4,504	375	5,324

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Marquette	47,144	32,232	14,912	12,077	10,608	10,833	781	14,758
Mason	19,378	8,701	10,677	5,441	4,589	4,695	364	5,727
Mecosta	16,902	4,987	11,915	4,631	3,679	3,835	318	4,286
Menominee	24,883	10,230	14,653	6,373	5,484	5,583	367	4,426
Midland	27,094	10,329	16,765	6,930	5,956	6,129	353	7,612
Missaukee	8,034	—	8,034	1,997	1,394	1,440	108	1,511
Monroe	58,620	18,478	40,142	15,122	13,549	14,003	948	15,712
Montcalm	28,581	5,321	23,260	8,352	6,923	7,133	636	7,393
Montmorency	3,840	—	3,840	972	667	676	77	809
Muskegon	94,501	63,744	30,757	25,774	23,998	24,324	1,492	33,219
Newaygo	19,286	2,520	16,766	5,366	4,236	4,295	298	3,717
Oakland	254,068	143,106	110,962	66,587	63,095	64,389	3,578	86,680
Oceana	14,812	—	14,812	4,128	3,182	3,262	274	3,158
Ogemaw	8,720	—	8,720	2,267	1,559	1,649	156	2,430
Ontonagon	11,359	—	11,359	2,939	2,401	2,452	197	2,378
Osceola	13,309	—	13,309	3,574	2,777	2,836	236	2,998
Oscoda	2,543	—	2,543	667	478	486	72	554
Otsego	5,827	—	5,827	1,375	958	979	135	1,813
Ottawa	59,660	26,422	33,238	16,075	14,882	15,240	998	19,197
Presque Isle	12,250	3,072	9,178	2,759	2,044	2,076	198	2,436
Roscommon	3,668	—	3,668	1,102	828	851	148	1,441
Saginaw	130,468	82,794	47,674	34,542	31,292	32,143	1,992	46,412
St. Clair	76,222	39,863	36,359	20,691	18,953	19,456	1,329	27,451
St. Joseph	37,749	13,924	17,825	9,501	8,321	8,532	709	10,757
Sanilac	30,114	—	30,114	7,999	6,738	6,968	551	7,059
Schoolcraft	9,524	5,399	4,125	2,366	1,939	1,963	173	2,873
Shiawassee	41,207	17,551	23,656	11,353	10,179	10,484	766	13,178
Tuscola	36,694	3,070	32,624	9,302	7,707	7,892	611	9,562
Van Buren	35,111	4,745	30,366	10,573	8,881	9,237	816	10,975
Mashtenaw	80,180	41,936	38,874	22,198	20,880	21,332	1,761	38,361
Wayne	2,015,623	1,929,781	85,842	522,414	493,988	506,958	34,479	873,960
Wexford	17,976	9,855	8,121	4,877	4,023	4,100	342	5,838
Total State	**5,256,106**	**3,454,867**	**1,801,239**	**1,396,014**	**1,271,499**	**1,304,149**	**90,038**	**$1,954,069**

MINNESOTA

Population **2,792,300**
Families **728,359**
Radio Homes, 1940 Census **647,499**
Radio Homes, NAB Projection **664,296**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Aitkin	17,865	—	17,865	4,668	3,739	3,791	401	$3,410
Anoka	22,443	12,461	9,982	5,462	4,795	4,952	300	4,435
Becker	26,562	5,015	21,547	6,455	5,149	5,212	370	5,550
Beltrami	26,107	9,427	16,680	6,649	5,041	5,244	521	7,822
Benton	16,106	5,735	10,371	3,648	3,084	3,116	322	3,886
Big Stone	10,447	—	10,447	2,577	2,303	2,338	285	3,804
Blue Earth	36,203	15,654	20,549	9,657	8,547	8,845	861	17,137
Brown	25,544	11,666	13,878	6,468	5,778	5,953	486	9,312
Carlton	24,212	7,304	16,908	6,075	5,212	5,282	420	6,563
Carver	17,606	—	17,606	4,349	3,750	3,889	381	4,838
Cass	20,646	—	20,646	5,146	3,856	3,960	405	3,582
Chippewa	16,927	5,220	11,707	4,293	3,908	3,954	303	6,354
Chisago	13,124	—	13,124	3,629	3,027	3,088	318	3,088
Clay	25,337	9,491	15,846	6,229	5,514	5,661	390	8,169
Clearwater	11,153	—	11,153	2,790	2,133	2,178	206	2,049
Cook	3,030	—	3,030	794	606	613	94	897
Cottonwood	16,143	2,807	13,336	4,012	3,557	3,672	297	4,926
Crow Wing	30,226	15,025	15,201	7,884	6,778	6,954	674	10,478
Dakota	39,660	23,239	16,421	9,616	8,534	8,964	653	12,694
Dodge	12,931	—	12,931	3,315	2,873	2,946	231	2,890
Douglas	20,369	5,051	15,318	5,280	4,487	4,583	462	6,297
Faribault	23,941	3,702	20,239	6,123	5,459	5,608	544	8,272
Fillmore	25,830	—	25,830	6,878	5,673	5,859	625	6,460
Freeborn	31,780	12,200	19,580	8,200	7,267	7,551	539	11,269
Goodhue	31,564	9,962	21,602	8,363	7,358	7,607	672	11,016
Grant	9,828	—	9,828	2,479	2,156	2,236	223	2,908
Hennepin	568,899	522,830	46,069	162,179	152,246	156,235	11,175	312,143
Houston	14,735	—	14,735	3,777	3,174	3,269	298	3,443
Hubbard	11,085	2,643	8,442	2,874	2,127	2,209	206	2,482
Isanti	12,950	—	12,950	3,098	2,481	2,544	221	2,855
Itasca	32,996	4,875	28,121	8,478	6,943	7,061	606	8,787
Jackson	16,805	2,840	13,965	4,178	3,722	3,829	276	4,275
Kanabec	9,651	—	9,651	2,496	1,994	2,035	166	2,049
Kandiyohi	26,524	7,623	18,901	6,308	5,646	5,752	494	8,641
Kittson	10,717	—	10,717	2,532	2,123	2,146	226	3,083

All money figures in the retail-service column are in thousands ($000) of dollars.

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Koochiching	16,930	5,626	11,304	4,497	3,427	3,507	434	5,430
Lac qui Parle	15,509	—	15,509	3,715	3,335	3,428	269	3,701
Lake	6,956	4,046	2,910	2,087	1,868	1,891	211	2,855
Lake of the Woods	5,975	—	5,975	1,501	1,119	1,150	145	966
Le Sueur	19,227	—	19,227	5,154	4,419	4,537	395	4,895
Lincoln	10,797	—	10,797	2,661	2,298	2,346	206	2,309
Lyon	21,569	7,475	13,894	5,343	4,712	4,876	466	8,654
McLeod	21,380	3,887	17,493	5,482	4,676	4,762	520	7,111
Mahnomen	8,054	—	8,054	1,780	1,325	1,358	114	1,354
Marshall	18,364	—	18,364	4,274	3,629	3,693	314	3,561
Martin	24,656	6,988	17,688	6,255	5,616	5,817	540	9,159
Meeker	19,277	3,920	15,357	4,756	4,175	4,256	397	5,168
Mille Lacs	15,558	—	15,558	4,133	3,263	3,344	317	4,389
Morrison	27,473	6,047	21,426	6,321	5,163	5,252	590	5,898
Mower	36,113	18,307	17,806	9,292	8,346	8,622	643	13,681
Murray	15,060	—	15,060	3,442	3,081	3,150	254	3,458
Nicollet	18,282	9,387	8,895	4,061	3,681	3,790	284	3,772
Nobles	21,215	5,918	15,297	5,264	4,760	4,901	406	8,151
Norman	14,746	—	14,746	3,593	3,012	3,114	280	3,413
Olmsted	42,658	26,312	16,346	10,275	9,193	9,532	702	19,350
Otter Tail	53,192	10,848	42,344	12,799	10,604	10,949	814	11,995
Pennington	12,913	6,019	6,894	3,188	2,766	2,829	221	4,886
Pine	21,478	—	21,478	5,490	4,349	4,439	406	4,286
Pipestone	13,794	4,682	9,112	3,416	3,018	3,155	320	5,638
Polk	37,734	10,672	27,062	9,185	7,880	8,092	775	10,836
Pope	13,544	2,564	10,980	3,327	2,924	2,986	259	2,971
Ramsey	309,935	293,729	16,206	86,251	81,216	83,335	5,928	183,932
Red Lake	7,413	—	7,413	1,696	1,385	1,410	151	1,606
Redwood	22,290	3,270	19,020	5,409	4,836	4,970	454	6,899
Renville	24,625	—	24,625	5,492	5,300	5,416	495	6,963
Rice	32,160	19,060	13,100	7,571	6,657	6,828	555	9,625
Rock	10,933	3,114	7,819	2,789	2,475	2,556	231	3,406
Roseau	15,103	—	15,103	3,618	2,812	2,881	243	3,108
St. Louis	206,917	152,562	54,355	56,623	51,295	52,062	4,079	84,689
Scott	15,585	—	15,585	3,675	2,995	3,103	417	4,240
Sherburne	10,456	2,185	8,271	2,339	1,899	1,936	189	2,139
Sibley	16,625	—	16,625	4,038	3,425	3,575	307	3,837
Stearns	67,200	22,250	44,950	14,288	12,424	12,669	1,357	19,839
Steele	19,749	8,694	11,055	4,998	4,518	4,603	325	7,270
Stevens	11,039	3,214	7,825	2,644	2,274	2,338	192	3,614
Swift	15,469	2,729	12,740	3,761	3,293	3,356	322	4,612
Todd	27,438	2,952	24,486	6,700	5,594	5,695	416	5,344
Traverse	8,283	—	8,283	2,033	1,846	1,878	166	2,314
Wabasha	17,653	3,204	14,449	4,590	3,919	4,035	427	4,784
Madena	12,772	2,916	9,856	3,109	2,504	2,547	252	3,961
Waseca	15,186	4,270	10,916	3,914	3,416	3,525	282	4,435
Washington	26,430	9,646	16,784	6,852	6,125	6,301	517	7,718
Watonwan	13,902	3,400	10,502	3,559	3,158	3,291	292	4,665
Wilkin	10,475	2,745	7,730	2,433	2,180	2,215	202	2,664
Winona	37,795	22,490	15,305	9,990	8,631	8,998	801	14,292
Wright	27,550	—	27,550	7,085	5,889	6,026	641	6,755
Yellow Medicine	16,917	—	16,917	4,202	3,754	3,821	337	4,696
Total State	**2,792,300**	**1,390,098**	**1,402,202**	**728,359**	**647,499**	**664,296**	**54,511**	**$1,081,158**

MISSISSIPPI

Population	**2,183,796**
Families	**534,956**
Radio Homes, 1940 Census	**205,613**
Radio Homes, NAB Projection	**213,312**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Adams	27,238	15,296	11,942	7,556	2,798	2,909	402	$6,072
Alcorn	26,969	4,818	19,151	6,755	3,702	3,847	418	4,890
Amite	21,892	....	21,892	5,035	1,697	1,732	209	1,190
Attala	30,227	4,291	25,936	6,937	2,637	2,733	264	3,475
Benton	10,429	....	10,429	2,373	757	813	111	364
Bolivar	67,574	4,189	63,385	18,138	4,889	5,123	828	9,184
Calhoun	20,893	....	20,893	4,924	2,333	2,404	210	1,517
Carroll	20,651	....	20,651	4,746	1,487	1,576	138	1,037
Chickasaw	21,427	....	21,427	5,085	1,942	2,041	241	1,816
Choctaw	13,548	....	13,548	3,007	1,138	1,160	149	937
Claiborne	12,810	2,748	10,062	3,385	829	873	147	1,499
Clarke	20,596	....	20,596	4,803	1,835	1,881	165	1,693
Clay	19,030	5,627	13,403	4,709	1,681	1,765	215	2,345
Coahoma	48,333	12,168	36,165	13,529	3,840	4,011	596	8,849
Copiah	33,974	5,979	27,995	8,252	3,058	3,177	345	4,077
Covington	17,030	....	17,030	3,792	1,514	1,602	198	1,531
De Soto	26,663	....	26,663	6,660	1,446	1,556	189	1,978
Forrest	34,901	21,026	13,875	9,098	4,814	4,952	528	9,651

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Franklin	12,504	....	12,504	3,061	1,111	1,122	143	944
George	8,704	....	8,704	1,942	733	773	95	1,050
Greene	9,512	....	9,512	2,044	689	698	86	752
Grenada	19,052	5,831	13,221	4,493	1,720	1,759	214	2,854
Hancock	11,328	4,138	7,190	2,808	1,285	1,331	174	1,351
Harrison	50,799	36,008	14,791	13,020	7,815	8,219	905	12,437
Hinds	107,273	62,107	45,166	26,921	14,728	15,334	1,336	34,488
Holmes	39,710	5,440	34,270	9,540	2,460	2,515	402	4,263
Humphreys	26,257	3,789	22,468	6,522	1,763	1,832	215	2,702
Issaquena	6,433	....	6,433	1,779	297	320	35	301
Itawamba	19,922	....	19,922	4,562	1,636	1,740	297	896
Jackson	20,601	8,942	11,659	5,191	3,113	3,225	285	3,192
Jasper	19,484	....	19,484	4,308	1,409	1,443	214	1,484
Jefferson	13,969	....	13,969	3,538	641	676	113	1,141
Jefferson Davis	15,869	....	15,869	3,527	1,051	1,095	115	1,313
Jones	49,227	23,205	26,022	11,626	6,136	6,342	632	9,128
Kemper	21,867	....	21,867	4,746	1,248	1,301	219	1,207
Lafayette	21,257	3,433	17,824	5,157	2,054	2,137	261	2,504
Lamar	12,096	....	12,096	2,857	1,143	1,155	122	789
Lauderdale	58,247	35,481	22,766	14,894	7,109	7,344	736	13,758
Lawrence	13,983	....	13,983	3,178	956	990	162	1,188
Leake	24,570	....	24,570	5,487	1,858	1,917	233	2,325
Lee	38,838	8,212	30,626	9,653	4,734	4,863	499	6,543
Leflore	53,406	14,767	38,639	13,979	4,961	5,128	579	10,682
Lincoln	27,506	6,232	21,274	6,559	2,722	2,799	352	4,149
Lowndes	35,245	13,645	21,600	8,991	3,583	3,699	434	6,083
Madison	37,504	6,011	31,493	8,861	2,640	2,719	304	3,616
Marion	24,085	6,064	18,021	5,622	2,081	2,153	335	3,556
Marshall	25,522	2,750	22,772	5,967	1,375	1,425	280	2,045
Monroe	37,648	8,473	29,175	8,988	3,706	3,823	433	4,830
Montgomery	15,703	2,532	13,171	3,776	1,532	1,604	205	1,844
Neshoba	27,882	3,711	24,171	6,303	2,407	2,481	181	2,695
Newton	24,249	....	24,249	5,528	2,123	2,188	241	2,466
Noxubee	25,669	....	25,669	6,010	1,089	1,125	217	2,309
Oktibbeha	22,151	4,900	17,251	5,090	1,870	1,944	229	2,654
Panola	34,421	....	34,421	8,250	2,909	2,990	302	4,209
Pearl River	19,125	5,129	13,996	4,644	2,360	2,420	256	3,075
Perry	9,292	....	9,292	1,221	759	770	82	655
Pike	35,002	9,898	25,104	8,651	4,204	4,373	505	6,487
Pontotoc	22,904	....	22,904	5,459	2,414	2,467	231	1,675
Prentiss	20,921	....	20,921	5,000	2,276	2,338	277	2,074
Quitman	27,191	....	27,191	6,887	2,645	2,759	245	2,487
Rankin	27,834	....	27,834	5,668	2,064	2,231	216	1,670
Scott	23,144	2,735	20,409	5,259	2,072	2,392	236	3,095
Sharkey	15,433	....	15,433	3,941	1,355	1,393	136	1,999
Simpson	22,024	....	22,024	4,975	2,066	2,164	253	1,869
Smith	19,403	....	19,403	4,235	1,670	1,765	177	985
Stone	6,155	....	6,155	1,500	639	660	97	885
Sunflower	61,007	3,604	57,403	14,889	4,644	4,825	536	6,520
Tallahatchie	34,166	....	34,166	8,598	2,659	2,815	253	2,637
Tate	19,309	....	19,309	4,687	1,550	1,631	229	1,714
Tippah	19,680	....	19,680	4,577	2,128	2,168	234	1,627
Tishomingo	16,974	....	16,974	3,978	1,850	1,891	197	1,026
Tunica	22,610	....	22,610	6,271	1,365	1,451	214	2,498
Union	21,867	3,602	18,265	5,417	2,656	2,701	288	2,216
Walthall	17,534	....	17,534	3,899	1,288	1,318	112	2,006
Warren	39,595	24,460	15,135	11,471	5,371	5,490	470	9,028
Washington	67,576	24,592	42,984	19,067	6,267	6,441	716	12,815
Wayne	16,928	....	16,928	3,700	1,122	1,154	166	1,398
Webster	14,160	....	14,160	3,320	1,457	1,494	220	1,782
Wilkinson	15,955	....	15,955	3,810	1,242	1,284	237	2,058
Winston	22,751	3,451	19,300	5,047	1,758	1,789	213	2,157
Yalobusha	18,387	3,340	15,047	4,505	1,770	1,814	241	2,091
Yazoo	40,091	7,258	32,833	9,872	2,876	2,950	446	4,902
Total State	**2,183,796**	**432,882**	**1,750,914**	**534,956**	**205,613**	**213,312**	**24,421**	**$303,274**

MISSOURI

Population **3,784,664**
Families **1,068,642**
Radio Homes, 1940 Census **832,590**
Radio Homes, NAB Projection **853,299**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Adair	20,246	10,080	10,166	6,113	4,731	4,802	409	$5,827
Andrew	13,015	—	13,015	3,895	3,020	3,090	236	1,713
Atchison	12,897	—	12,897	3,583	2,910	2,964	212	2,853
Audrain	22,673	11,725	10,948	6,775	5,322	5,397	379	5,964
Barry	23,546	3,819	19,727	6,276	4,150	4,264	382	3,533
Barton	14,148	2,992	11,156	4,168	2,697	2,881	277	2,279
Bates	19,531	2,958	16,573	5,933	3,939	3,985	406	3,464
Benton	11,142	—	11,142	3,166	1,841	1,868	210	1,626

All money figures in the retail-service column are in thousands ($000) of dollars.

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Bollinger	12,898	—	12,898	3,190	1,536	1,595	193	926
Boone	34,991	18,399	16,592	10,490	8,121	8,291	679	12,980
Buchanan	94,067	75,711	18,356	26,816	22,659	23,011	1,898	33,479
Butler	34,276	11,163	23,113	8,459	4,537	4,745	491	6,255
Caldwell	11,629	—	11,629	3,611	2,610	2,651	250	2,344
Callaway	23,094	8,297	14,797	5,810	3,804	3,857	334	3,972
Camden	8,971	—	8,971	2,401	1,360	1,396	174	860
Cape Girardeau	37,775	22,539	15,236	9,822	7,582	7,840	639	12,030
Carroll	17,814	4,070	13,744	5,294	4,044	4,107	326	3,464
Carter	6,226	—	6,226	1,507	719	733	99	643
Cass	19,534	—	19,534	5,914	4,212	4,306	419	4,024
Cedar	11,697	—	11,697	3,488	1,907	2,002	223	1,508
Chariton	18,084	—	18,084	5,191	3,722	3,774	319	2,825
Christian	13,538	—	13,538	3,727	2,277	2,327	217	1,420
Clark	10,166	—	10,166	3,104	2,062	2,101	211	1,696
Clay	30,417	11,150	19,267	9,201	7,547	7,673	741	11,069
Clinton	13,261	3,512	9,749	4,063	3,008	3,076	302	3,363
Cole	34,912	24,268	10,644	8,264	6,740	6,859	553	11,776
Cooper	18,075	6,089	11,986	4,976	3,291	3,384	307	4,090
Crawford	12,693	181	12,512	3,357	1,806	1,862	198	1,944
Dade	11,248	—	11,248	3,267	2,041	2,117	211	1,305
Dallas	11,523	—	11,523	3,065	1,732	1,800	190	1,043
Daviess	13,398	—	13,398	4,128	2,800	2,827	234	1,831
De Kalb	9,751	103	9,648	2,953	2,162	2,202	215	1,441
Dent	11,763	3,151	8,612	3,145	1,728	1,882	284	2,168
Douglas	15,600	—	15,600	3,780	1,900	1,968	180	1,320
Dunklin	44,957	9,008	35,949	11,107	6,578	6,771	654	8,602
Franklin	33,868	9,092	24,776	9,216	6,390	6,534	751	7,925
Gasconade	12,414	—	12,414	3,428	2,172	2,207	254	2,368
Gentry	13,359	—	13,359	4,009	3,023	3,050	236	2,319
Greene	90,541	61,238	29,303	26,611	21,599	22,152	1,997	31,197
Grundy	15,716	7,046	8,670	4,893	3,659	3,795	311	3,548
Harrison	16,525	2,682	13,843	4,921	3,600	3,642	301	3,263
Henry	22,313	6,041	16,272	6,796	4,630	4,752	499	4,859
Hickory	6,506	—	6,506	1,886	1,129	1,151	126	492
Holt	12,476	—	12,476	3,668	2,749	2,808	233	2,121
Howard	13,026	2,608	10,418	3,836	2,639	2,691	210	2,295
Howell	22,270	4,026	18,244	5,944	3,323	3,428	387	4,037
Iron	10,440	—	10,440	2,530	1,290	1,311	141	1,308
Jackson	477,828	415,244	62,584	144,503	128,680	133,067	10,151	267,848
Jasper	78,705	53,833	24,872	23,491	18,408	18,989	1,676	28,155
Jefferson	32,023	13,158	18,865	8,790	6,970	7,037	477	6,635
Johnson	21,617	5,868	15,749	6,351	4,315	4,410	416	4,390
Knox	8,878	—	8,878	2,739	1,926	1,957	164	1,247
Laclede	18,718	5,025	13,693	5,038	2,862	2,929	343	3,219
Lafayette	27,856	8,874	18,982	8,035	5,865	6,009	582	6,168
Lawrence	24,537	4,632	20,005	6,935	4,777	4,863	456	3,926
Lewis	11,490	—	11,490	3,637	2,710	2,735	272	1,978
Lincoln	14,395	—	14,395	4,338	2,956	3,022	251	2,754
Linn	21,416	9,380	12,036	6,500	5,014	5,087	458	4,966
Livingson	18,000	8,012	9,988	5,136	3,972	4,099	339	4,563
McDonald	15,749	—	15,749	4,182	2,240	2,313	241	2,161
Macon	21,396	4,206	17,190	6,559	4,642	4,738	432	4,963
Madison	9,656	3,414	6,242	2,487	1,464	1,484	181	1,683
Maries	8,638	—	8,638	2,172	1,058	1,073	91	409
Marion	31,576	20,865	10,711	9,395	7,683	7,838	687	9,888
Mercer	8,766	—	8,766	2,625	1,882	1,930	129	1,288
Miller	14,798	2,590	12,208	3,915	2,338	2,387	260	2,440
Mississippi	23,149	5,182	17,967	5,710	2,891	2,955	334	4,015
Moniteau	11,775	2,525	9,250	3,422	2,241	2,276	233	2,275
Monroe	13,195	—	13,195	4,082	2,866	2,947	207	2,596
Montgomery	12,442	—	12,442	3,787	2,597	2,635	257	2,094
Morgan	11,140	—	11,140	3,046	1,703	1,784	195	1,940
New Madrid	39,787	—	39,787	9,349	4,907	5,066	534	5,608
Newton	29,039	6,247	22,792	7,975	5,250	5,452	465	4,586
Nodaway	25,556	5,700	19,856	7,375	5,709	5,790	433	5,967
Oregon	13,390	—	13,390	3,317	1,750	1,787	182	1,475
Osage	12,375	—	12,375	2,966	1,523	1,572	163	1,128
Ozark	10,766	—	10,766	2,600	1,143	1,164	118	552
Pemiscot	46,857	9,240	37,617	11,687	6,167	6,265	560	8,018
Perry	15,358	3,907	11,451	3,719	2,472	2,536	266	2,797
Pettis	33,336	20,428	12,908	9,870	7,584	7,731	612	9,125
Phelps	17,437	5,141	12,296	4,877	2,827	2,936	345	4,023
Pike	18,327	4,669	13,658	5,757	4,088	4,194	354	3,863
Platte	13,862	—	13,862	4,123	2,976	3,031	251	2,442
Polk	17,400	2,636	14,764	4,946	3,007	3,170	347	2,724
Pulaski	10,775	—	10,775	2,925	1,852	1,871	255	1,754
Putnam	11,327	—	11,327	3,251	2,167	2,219	180	1,345
Ralls	10,040	—	10,040	2,958	2,071	2,117	141	1,010
Randolph	24,458	12,920	11,538	7,644	5,891	6,013	475	6,418
Ray	18,584	4,240	14,344	5,559	4,079	4,119	351	2,941
Reynolds	9,370	—	9,370	2,185	924	947	137	677
Ripley	12,606	—	12,606	3,115	1,550	1,577	169	1,384
St. Charles	25,562	10,803	14,759	6,788	5,207	5,356	506	6,421

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
St. Clair	13,146	—	13,146	3,794	2,136	2,219	246	1,404
St. Francois .	35,950	12,869	23,081	8,831	6,758	6,981	580	8,669
St. Louis ...	274,330	124,420	149,810	73,513	68,339	69,257	3,963	69,170
St. Louis City	816,048	816,048	—	234,872	213,392	218,457	19,605	397,799
Ste. Genevieve	10,905	2,787	8,118	2,644	1,739	1,759	163	1,914
Saline	29,416	11,603	17,813	8,183	6,018	6,130	498	6,239
Schuyler	6,627	—	6,627	2,046	1,593	1,624	154	1,183
Scotland	8,557	—	8,557	2,634	1,924	1,966	144	1,520
Scott	30,377	10,993	19,384	7,713	5,428	5,586	556	6,344
Shannon	11,831	—	11,831	2,848	1,364	1,403	153	998
Shelby	11,224	—	11,224	3,571	2,559	2,613	271	2,393
Stoddard	33,009	3,108	29,901	8,019	4,546	4,780	399	3,807
Stone	11,298	—	11,298	2,906	1,466	1,539	183	1,089
Sullivan	13,701	—	13,701	3,969	2,644	2,729	261	1,540
Taney	10,323	—	10,323	2,759	1,401	1,458	223	1,251
Texas	19,813	—	19,813	5,101	2,662	2,724	339	2,802
Vernon	25,586	8,181	17,405	7,095	4,778	4,962	461	4,938
Warren	7,734	—	7,734	2,212	1,364	1,381	152	1,262
Washington .	17,492	—	17,492	4,119	1,864	1,910	201	1,749
Wayne	12,794	—	12,794	3,115	1,505	1,532	213	1,506
Webster	17,226	—	17,226	4,538	2,857	2,942	328	2,734
Worth	6,345	—	6,345	1,825	1,354	1,374	120	1,090
Wright	17,967	—	17,697	4,737	2,497	2,567	308	2,810
Total State ..	**3,784,664**	**1,960,696**	**1,823,968**	**1,068,642**	**832,590**	**853,299**	**73,694**	**$1,201,439**

MONTANA

Population	**559,456**
Families	**159,963**
Radio Homes, 1940 Census	**134,503**
Radio Homes, NAB Projection	**137,900**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Beaverhead .	6,943	3,014	3,929	2,321	1,710	1,763	202	$3,796
Big Horn....	10,419	....	10,419	2,516	1,940	1,999	161	2,926
Blaine	9,566	....	9,566	2,443	1,868	1,916	194	3,683
Broadwater .	3,451	....	3,451	958	712	744	69	1,198
Carbon	11,865	2,950	8,915	3,303	2,643	2,737	241	2,794
Carter	3,280	....	3,280	910	703	709	49	401
Cascade	41,999	29,928	12,071	12,442	11,051	11,270	815	23,690
Chouteau ...	7,316	....	7,316	2,121	1,809	1,837	122	1,941
Custer	10,422	7,313	3,109	2,958	2,584	2,618	181	4,763
Daniels	4,563	....	4,563	1,172	1,040	1,056	103	1,366
Dawson	8,618	4,524	4,094	2,265	1,996	2,041	176	3,111
Deer Lodge ..	13,627	11,004	2,623	4,062	3,643	3,704	262	5,655
Fallon	3,719	....	3,719	930	813	819	75	1,068
Fergus	14,040	5,874	8,166	4,037	3,415	3,503	299	5,383
Flathead	24,271	10,847	13,424	7,111	6,034	6,296	442	10,105
Galatin	18,269	8,665	9,604	5,249	4,335	4,558	429	9,641
Garfield	2,641	....	2,641	758	578	590	43	356
Glacier	9,034	2,509	6,525	2,386	1,780	1,805	158	3,987
Golden Valley.	1,607	....	1,607	463	394	399	37	209
Granite	3,401	....	3,401	1,143	883	890	86	1,323
Hill	13,304	6,427	6,877	3,556	3,137	3,198	295	6,195
Jefferson ...	4,664	....	4,664	1,224	977	1,013	105	1,243
Judith Basin.	3,655	....	3,655	1,027	891	899	75	931
Lake	13,490	....	13,490	3,640	2,948	3,022	236	3,382
Lewis and Clark	22,131	15,056	7,075	6,745	5,743	5,924	455	12,137
Liberty	2,209	....	2,209	647	546	552	47	647
Lincoln	7,882	....	7,882	2,347	1,828	1,864	155	2,001
McCone	3,798	....	3,798	1,004	836	856	48	495
Madison	7,294	....	7,294	2,136	1,603	1,657	151	1,686
Meagher	2,237	....	2,237	659	537	544	69	867
Mineral	2,135	....	2,135	727	547	569	60	470
Missoula ...	29,038	18,449	10,589	8,296	7,313	7,396	568	16,222
Musselshell .	5,717	2,644	3,073	1,677	1,425	1,440	122	1,922
Park	11,566	6,642	4,924	3,454	2,923	3,032	263	4,970
Petroleum ..	1,083	....	1,083	333	256	259	24	222
Phillips	7,892	....	7,892	2,304	1,822	1,848	142	2,495
Pondera	6,716	....	6,716	1,794	1,492	1,511	149	2,597
Powder River	3,159	....	3,159	924	637	659	31	430
Powell	6,152	3,278	2,874	1,852	1,487	1,530	126	2,163
Prairie	2,410	....	2,410	647	521	525	45	628
Ravalli	12,978	....	12,978	3,724	2,971	3,028	221	3,641
Richland ...	10,209	2,978	7,231	2,625	2,226	2,264	166	3,288
Roosevelt ...	9,806	....	9,806	2,462	1,990	2,044	213	3,391
Rosebud	6,477	....	6,477	1,745	1,293	1,309	132	1,940
Sanders	6,926	....	6,926	2,065	1,555	1,575	127	1,494

All money figures in the retail-service column are in thousands ($000) of dollars.

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Sheridan	7,814	....	7,814	2,011	1,700	1,726	126	1,668
Silver Bow	53,207	37,081	16,126	16,594	14,543	15,048	1,081	28,788
Stillwater	5,694	....	5,694	1,592	1,340	1,368	130	1,580
Sweet Grass	3,719	....	3,719	1,109	883	908	70	1,136
Teton	6,922	....	6,922	1,996	1,699	1,729	142	2,152
Toole	6,769	2,538	4,231	1,973	1,663	1,705	190	3,130
Treasure	1,499	....	1,499	395	300	318	31	377
Valley	15,181	3,799	11,382	4,096	3,528	3,611	334	6,446
Wheatland	3,286	....	3,286	911	780	803	91	1,390
Wibaux	2,161	....	2,161	564	486	491	42	374
Yellowstone	41,182	26,015	15,167	11,542	10,134	10,403	707	22,472
Yellowstone Natl. Park	43	....	43	18	12	18	....	....
Total State	**559,456**	**211,535**	**347,921**	**159,963**	**134,503**	**137,900**	**11,113**	**$232,366**

NEBRASKA

Population **1,315,834**
Families **360,744**
Radio Homes, 1940 Census **298,790**
Radio Homes, NAB Projection **305,681**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Adams	24,576	15,145	9,431	6,301	5,453	5,530	482	$8,533
Antelope	13,289	....	13,289	3,569	2,770	2,852	279	2,722
Arthur	1,045	....	1,045	269	194	196	23	94
Banner	1,403	....	1,403	362	302	306	11	52
Blaine	1,538	....	1,538	395	307	314	32	224
Boone	12,127	....	12,127	3,117	2,369	2,442	243	2,552
Box Butte	10,736	6,253	4,483	2,915	2,469	2,547	252	4,729
Boyd	6,060	....	6,060	1,566	1,149	1,175	151	1,380
Brown	5,962	....	5,962	1,569	1,175	1,200	144	1,710
Buffalo	23,655	9,643	14,012	6,646	5,230	5,369	546	7,753
Burt	12,546	....	12,546	3,450	2,950	3,004	248	3,185
Butler	13,106	....	13,106	3,658	2,621	2,689	307	2,114
Cass	16,992	4,268	12,724	4,964	4,097	4,178	349	3,066
Cedar	15,126	....	15,126	3,751	3,091	3,190	257	3,136
Chase	5,310	....	5,310	1,413	1,073	1,095	128	1,846
Cherry	9,637	....	9,637	2,443	1,808	1,893	210	2,610
Cheyenne	9,505	3,388	6,117	2,453	2,102	2,144	229	3,617
Clay	10,445	....	10,445	3,154	2,427	2,470	259	1,735
Colfax	10,627	2,808	7,819	3,038	2,422	2,456	249	2,875
Cuming	13,562	2,510	11,052	3,459	2,895	2,966	250	3,627
Custer	22,591	2,968	19,623	6,132	4,656	4,723	524	5,445
Dakota	9,836	4,556	5,280	2,562	2,097	2,168	161	1,775
Dawes	10,128	4,262	5,866	2,789	2,350	2,404	237	3,743
Dawson	17,890	3,688	14,202	4,914	3,914	3,982	390	6,888
Deuel	3,580	....	3,580	929	770	789	97	1,256
Dixon	10,413	....	10,413	2,759	2,287	2,340	202	1,960
Dodge	23,799	11,862	11,937	6,829	5,948	6,105	623	9,362
Douglas	247,562	223,844	23,718	68,378	62,150	63,967	4,735	118,935
Dundy	5,122	....	5,122	1,358	961	982	97	1,171
Fillmore	11,417	....	11,417	3,319	2,534	2,577	215	2,202
Franklin	7,740	....	7,740	2,246	1,548	1,594	190	1,518
Frontier	6,417	....	6,417	1,797	1,290	1,317	134	1,134
Furnas	10,098	....	10,098	3,022	2,212	2,322	292	2,557
Gage	29,588	10,883	18,705	8,023	6,748	6,918	622	8,176
Garden	4,680	....	4,680	1,249	976	987	112	843
Garfield	3,444	....	3,444	895	663	667	87	791
Gosper	3,687	....	3,687	1,002	672	685	38	516
Grant	1,327	....	1,327	337	274	282	39	579
Greeley	6,845	....	6,845	1,655	1,195	1,252	149	1,202
Hall	27,523	19,130	8,393	7,825	6,637	6,778	596	11,611
Hamilton	9,982	....	9,982	2,910	2,209	2,267	177	1,818
Harlan	7,130	....	7,130	1,999	1,460	1,525	160	1,274
Hayes	2,958	....	2,958	748	546	563	23	185
Hitchcock	6,404	....	6,404	1,721	1,291	1,308	137	1,383
Holt	16,552	2,532	16,020	4,228	3,288	3,368	335	3,628
Hooker	1,253	....	1,253	331	244	246	36	837
Howard	8,422	....	8,422	2,305	1,715	1,745	183	1,393
Jefferson	15,532	6,304	9,228	4,503	3,674	3,775	320	4,403
Johnson	8,662	....	8,662	2,468	1,986	2,032	189	1,651
Kearney	6,854	....	6,854	1,954	1,594	1,640	141	1,248
Keith	8,333	3,159	5,174	2,168	1,746	1,772	185	3,587
Keyapaha	3,235	....	3,235	791	602	615	43	268
Kimball	3,913	....	3,913	1,052	880	891	102	1,345
Knox	16,478	....	16,478	4,345	3,244	3,291	327	2,019
Lancaster	100,585	81,984	18,601	29,129	26,329	26,842	1,787	44,144
Lincoln	25,425	12,429	12,996	6,759	5,621	5,703	537	9,999
Logan	1,742	....	1,742	453	313	322	39	330
Loup	1,777	....	1,777	459	349	355	34	165
McPherson	1,175	....	1,175	318	205	207	8	87

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Madison	24,269	10,490	13,779	6,478	5,477	5,653	598	8,718
Merrick	9,354	....	9,354	2,628	2,142	2,177	249	2,258
Morrill	9,436	....	9,436	2,313	1,840	1,888	194	2,284
Nance	7,653	....	7,653	1,950	1,504	1,533	140	1,378
Nemaha	12,781	3,639	9,142	3,712	3,108	3,159	259	3,005
Nuckolls	10,446	2,650	7,796	2,971	2,207	2,233	213	2,262
Otoe	18,994	7,339	11,655	5,371	4,601	4,675	477	5,168
Pawnee	8,514	....	8,514	2,350	1,863	1,883	165	1,580
Perkins	5,197	....	5,197	1,350	1,062	1,089	116	1,677
Phelps	8,452	3,360	5,092	2,512	2,076	2,160	201	2,960
Pierce	10,211	....	10,211	2,703	2,159	2,222	217	2,196
Platte	20,191	7,632	12,559	4,964	3,961	4,036	378	5,789
Polk	8,748	....	8,748	2,466	2,030	2,068	173	1,482
Redwillow	11,951	6,212	5,739	3,298	2,647	2,717	302	5,223
Richardson	19,178	6,146	13,032	5,297	4,351	4,409	397	5,489
Rock	3,977	....	3,977	1,016	781	800	83	958
Saline	15,010	3,038	11,972	4,608	3,541	3,581	360	3,606
Sarpy	10,835	....	10,835	2,638	2,257	2,308	121	1,406
Saunders	17,892	2,648	15,244	5,152	4,193	4,272	390	4,196
Scotts Bluff	33,917	15,161	18,756	8,501	6,895	7,021	616	14,936
Seward	14,167	2,826	11,341	4,036	3,172	3,242	345	2,965
Sheridan	9,869	....	9,869	2,709	2,122	2,173	223	3,728
Sherman	7,764	....	7,764	2,026	1,363	1,385	144	1,200
Sioux	4,001	....	4,001	1,036	767	780	39	298
Stanton	6,887	....	6,887	1,858	1,468	1,480	99	955
Thayer	12,262	....	12,262	3,436	2,676	2,711	286	2,932
Thomas	1,553	....	1,553	434	317	319	48	338
Thurston	10,243	....	10,243	2,445	1,734	1,789	160	1,811
Valley	8,163	....	8,163	2,307	1,738	1,758	150	1,720
Washington	11,578	3,289	8,289	3,197	2,713	2,788	170	2,291
Wayne	9,880	2,719	7,161	2,647	2,316	2,350	182	2,409
Webster	8,071	....	8,071	2,367	1,691	1,713	166	1,847
Wheeler	2,170	....	2,170	528	392	397	33	170
York	14,874	5,383	9,491	4,287	3,544	3,590	300	4,346
Total State	**1,315,834**	**514,148**	**801,686**	**360,744**	**298,790**	**305,681**	**2,641**	**$423,568**

NEVADA

Population **110,247**
Families **33,291**
Radio Homes, 1940 Census **26,200**
Radio Homes, NAB Projection **27,119**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Churchill	5,317	....	5,317	1,562	1,183	1,218	95	$2,596
Clark	16,414	8,422	7,992	4,829	3,788	3,871	395	9,959
Douglas	2,056	....	2,056	599	437	473	56	938
Elko	10,912	4,094	6,818	3,241	2,433	2,535	291	5,415
Esmeralda	1,554	....	1,554	620	400	405	43	886
Eureka	1,361	....	1,361	461	248	263	34	326
Humboldt	4,743	....	4,743	1,395	958	1,009	119	2,733
Lander	1,745	....	1,745	583	390	395	55	763
Lincoln	4,130	....	4,130	1,143	961	991	83	1,270
Lyon	4,076	....	4,076	1,201	903	944	93	1,141
Mineral	2,342	....	2,342	777	475	486	50	772
Nye	3,606	....	3,606	1,380	897	926	127	2,026
Ormsby	3,209	....	3,209	935	821	830	82	1,578
Pershing	2,713	....	2,713	867	593	612	60	1,071
Storey	1,216	....	1,216	395	317	344	30	404
Washoe	32,476	26,635	5,841	10,025	8,703	9,069	838	27,132
White Pine	12,377	4,140	8,237	3,278	2,693	2,748	190	6,173
Total State	**110,247**	**43,291**	**66,956**	**33,291**	**26,200**	**27,119**	**9,639**	**$65,183**

N. HAMPSHIRE

Population **491,524**
Families **132,936**
Radio Homes, 1940 Census **116,809**
Radio Homes, NAB Projection **119,664**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Belknap	24,328	13,484	10,844	6,741	5,858	5,894	477	$9,842
Carroll	15,589	....	15,589	4,443	3,657	3,754	450	5,708
Cheshire	34,953	13,832	21,121	9,675	8,321	8,596	580	12,265
Coos	39,274	19,084	20,190	9,529	8,343	8,532	746	12,930
Grafton	44,645	12,161	32,484	12,201	10,318	10,655	880	18,461

All money figures in the retail-service column are in thousands ($000) of dollars.

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Hillsborough	144,888	114,539	30,349	39,180	35,174	36,048	2,874	60,055
Merrimack	60,710	33,920	26,790	15,861	14,028	14,290	1,069	22,732
Rockingham	58,142	25,619	32,523	16,511	14,468	14,844	1,335	23,323
Strafford	43,558	33,138	10,415	11,827	10,584	10,788	820	17,809
Sullivan	25,442	17,448	7,994	6,968	6,058	6,173	408	9,404
Total State	**491,524**	**283,225**	**208,299**	**132,936**	**116,809**	**119,664**	**19,639**	**$192,529**

NEW JERSEY

Population **4,160,165**
Families **1,100,260**
Radio Homes, 1940 Census **1,020,466**
Radio Homes, NAB Projection **1,050,612**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Atlantic	124,066	100,420	23,646	34,640	30,852	31,814	3,964	$64,301
Bergen	409,646	367,195	42,451	110,446	105,573	108,030	7,312	137,361
Burlington	97,013	22,997	74,016	24,785	22,469	23,003	1,875	27,064
Camden	255,727	204,523	51,204	67,480	62,333	64,057	4,950	89,005
Cape May	28,919	12,405	16,514	8,632	7,587	7,785	1,411	17,456
Cumberland	73,184	38,712	34,472	19,842	17,479	17,900	1,461	28,873
Essex	837,340	820,174	17,166	221,679	205,169	213,501	18,796	423,446
Gloucester	72,219	29,334	42,885	19,429	17,355	17,919	1,279	18,380
Hudson	652,040	649,767	2,273	173,443	163,908	168,052	15,015	240,196
Hunterdon	36,766	7,064	29,702	10,317	9,292	9,434	751	11,364
Mercer	197,318	135,902	61,416	48,501	44,807	46,118	4,535	89,873
Middlesex	217,077	173,867	43,210	54,066	49,778	51,313	4,700	80,633
Monmouth	161,238	83,955	77,283	43,746	39,125	40,804	4,031	76,194
Morris	125,732	56,051	69,681	31,750	29,417	30,442	2,554	45,693
Ocean	37,706	—	37,706	10,921	9,618	9,925	1,315	19,736
Passaic	309,353	293,639	15,714	83,882	78,469	80,124	7,251	140,862
Salem	42,274	15,106	27,168	11,458	9,963	10,199	774	14,223
Somerset	74,390	41,231	33,159	18,401	17,016	17,564	1,374	23,328
Sussex	29,632	9,542	20,090	8,080	7,205	7,319	737	12,595
Union	328,344	306,643	21,701	84,870	80,386	82,453	6,470	128,284
Warren	50,181	26,246	23,935	13,892	12,665	12,856	1,160	16,064
Total State	**4,160,165**	**3,394,773**	**765,392**	**1,100,260**	**1,020,466**	**1,050,612**	**91,715**	**$1,704,931**

NEW MEXICO

Population **531,818**
Families **129,475**
Radio Homes, 1940 Census **66,609**
Radio Homes, NAB Projection **69,053**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Bernalillo	69,391	35,449	33,942	18,079	12,688	13,396	1,220	$27,188
Catron	4,881	....	4,881	1,313	550	558	90	370
Chaves	23,980	13,482	10,498	6,091	3,955	4,088	479	9,220
Colfax	18,718	7,607	11,111	4,634	3,014	3,057	354	5,127
Curry	18,159	10,605	8,094	4,809	3,502	3,633	418	8,803
De Baca	3,725	....	3,725	934	490	508	81	780
Dona Ana	30,411	8,385	22,026	7,270	3,695	3,746	412	5,483
Eddy	24,311	11,187	13,124	6,059	3,867	3,983	377	8,519
Grant	20,050	5,044	15,006	4,890	2,993	3,059	263	5,116
Guadalupe	8,646	....	8,646	1,908	551	590	139	1,503
Harding	4,374	....	4,374	1,057	450	477	72	702
Hidalgo	4,821	3,101	1,720	1,246	737	746	111	1,709
Lea	21,154	10,619	10,535	6,161	4,254	4,559	392	8,752
Lincoln	8,557	....	8,557	2,119	1,094	1,144	179	1,438
Luna	6,457	3,608	2,849	1,687	970	987	150	2,294
McKinley	23,641	7,041	16,600	5,318	2,283	2,385	303	6,736
Mora	10,981	....	10,981	2,399	333	340	109	633
Otero	10,522	3,950	6,572	2,638	1,315	1,348	207	2,364
Quay	12,111	6,194	5,917	3,212	2,069	2,132	255	3,614
Rio Arriba	25,352	....	25,352	5,499	1,039	1,058	194	1,761
Roosevelt	14,549	5,104	9,445	3,628	2,087	2,206	222	3,152
Sandoval	13,898	....	13,898	3,082	743	765	134	876
San Juan	17,115	....	17,115	3,750	1,385	1,440	169	2,127
San Miguel	27,910	12,362	15,548	6,330	2,029	2,073	334	4,482
Santa Fe	30,826	20,325	10,501	7,289	4,074	4,161	369	9,045
Sierra	6,962	2,940	4,022	1,908	877	883	169	1,221

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Socorro	11,422	3,712	7,710	2,666	881	897	173	1,520
Taos	18,528	....	18,528	4,109	921	948	255	1,796
Torrance	11,026	....	11,026	2,628	970	1,008	175	1,291
Union	9,095	3,188	5,907	2,354	1,366	1,395	189	2,073
Valencia	20,245	3,038	17,207	4,408	1,427	1,483	235	2,422
Total State	**531,818**	**176,401**	**355,417**	**129,475**	**66,609**	**69,053**	**8,229**	**$132,117**

NEW YORK

Population **13,479,142**
Families **3,662,113**
Radio Homes, 1940 Census **3,385,703**
Radio Homes, NAB Projection **3,498,754**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Albany	221,315	172,634	48,681	62,616	58,590	59,994	5,286	$124,944
Allegany	39,681	5,942	33,739	11,191	9,311	9,585	764	11,740
Bronx	1,394,711	1,394,711	—	377,843	357,134	370,084	25,551	395,649
Broome	165,749	114,050	51,699	43,739	40,239	41,249	3,037	68,342
Cattaraugus	72,652	32,723	39,929	19,869	17,354	17,878	1,331	28,172
Cayuga	65,508	35,753	29,755	18,057	15,934	16,434	1,406	24,615
Chautauqua	123,580	75,812	47,768	35,976	32,632	33,487	2,354	44,202
Chemung	73,718	52,505	21,213	20,576	18,454	19,296	1,658	33,917
Chenango	36,454	8,694	27,760	10,387	8,883	9,082	872	14,641
Clinton	54,006	21,181	32,825	11,859	9,778	9,982	891	16,142
Columbia	41,464	11,517	29,947	11,708	10,229	10,514	1,054	14,607
Cortland	33,668	18,809	14,859	9,689	8,615	8,879	771	15,262
Delaware	40,989	6,709	34,280	11,414	9,364	9,592	966	15,964
Dutchess	120,542	56,477	64,065	28,532	25,690	26,386	2,440	52,783
Erie	798,377	666,868	131,509	208,868	197,969	202,875	15,911	327,366
Essex	34,178	8,404	25,774	8,707	7,238	7,473	791	12,126
Franklin	44,286	19,466	24,820	11,186	8,954	9,235	1,035	16,080
Fulton	48,597	34,153	14,444	14,648	13,327	13,523	1,054	20,056
Genesee	44,481	21,680	22,801	11,872	10,745	11,074	797	16,426
Greene	27,926	5,429	22,497	8,201	7,229	7,363	808	9,870
Hamilton	4,188	—	4,188	1,184	949	971	216	1,459
Herkimer	59,927	38,485	21,042	16,412	14,788	15,170	1,318	19,928
Jefferson	84,003	37,592	46,411	23,113	20,380	20,834	2,052	33,591
Kings	2,698,285	2,698,285	—	716,933	668,277	960,679	57,015	870,358
Lewis	22,815	3,578	19,237	5,980	4,774	4,905	479	5,778
Livingston	38,510	8,506	30,004	9,521	8,353	8,577	802	11,378
Madison	39,598	14,441	25,157	11,272	9,845	10,163	884	15,170
Monroe	438,230	363,276	74,954	121,086	113,480	117,687	8,591	203,857
Montgomery	59,142	38,676	20,466	16,497	15,286	15,588	1,291	22,542
Nassau	406,748	195,750	210,998	108,051	101,464	105,487	8,608	194,072
New York	1,889,924	1,889,924	—	548,378	449,120	515,992	66,560	1,915,398
Niagara	160,110	122,662	37,448	42,018	39,742	40,453	2,032	64,455
Oneida	203,636	145,203	58,433	52,783	48,388	49,453	4,288	76,379
Onondaga	295,108	225,028	70,080	80,630	74,709	77,634	5,289	130,114
Ontario	55,367	23,876	31,431	14,869	13,270	13,805	1,107	20,364
Orange	140,113	77,120	62,993	36,975	33,337	34,416	3,369	62,270
Orleans	27,760	10,531	17,229	7,954	7,001	7,147	559	8,538
Oswego	71,275	35,424	35,851	19,554	17,284	17,752	1,387	22,000
Otsego	46,082	14,330	31,752	13,486	11,450	11,737	1,077	18,776
Putnam	16,555	—	16,555	4,428	3,959	4,023	422	8,257
Queens	1,297,634	1,297,634	—	361,689	344,838	356,324	24,030	475,149
Rensselaer	121,834	85,351	36,483	34,447	31,911	32,681	2,600	46,020
Richmond	174,441	174,441	—	43,076	40,836	41,934	3,416	54,170
Rockland	74,261	21,724	52,537	16,252	15,033	15,333	1,254	24,553
St. Lawrence	91,098	39,991	51,107	23,058	19,413	19,904	1,846	28,728
Saratoga	65,606	34,635	30,971	18,271	16,507	16,833	1,556	21,619
Schenectady	122,494	95,509	26,985	35,246	33,534	34,199	2,488	53,677
Scoharie	20,812	2,617	18,195	6,116	5,003	5,127	401	6,645
Schuyler	12,979	2,913	10,066	3,780	3,146	3,254	307	3,568
Seneca	25,732	10,462	15,270	6,351	5,399	5,706	477	5,804
Steuben	84,927	39,107	45,820	23,575	20,031	20,748	1,572	27,825
Suffolk	197,355	34,424	162,931	47,626	43,682	44,651	4,793	93,394
Sullivan	37,901	7,525	30,376	10,810	9,224	9,515	1,396	19,392
Tioga	27,072	10,518	16,554	7,914	6,545	6,850	543	8,301
Tompkins	42,340	19,730	22,610	12,345	11,087	11,369	749	18,691
Ulster	87,017	36,505	50,512	24,761	22,088	22,427	2,060	32,924
Warren	36,035	18,836	17,199	10,348	9,044	9,199	884	20,414
Washington	46,726	18,298	28,428	12,369	10,592	10,823	919	11,461
Wayne	52,747	16,218	36,529	15,023	13,131	13,630	1,000	19,477
Westchester	573,558	479,921	93,637	147,735	139,523	143,924	12,074	290,636
Wyoming	31,394	8,002	23,372	8,310	7,339	7,471	578	8,975
Yates	16,381	5,308	11,073	4,949	4,272	4,394	259	4,688
Total State	**13,479,142**	**11,165,893**	**2,313,249**	**3,662,113**	**3,385,703**	**3,498,754**	**302,325**	**$6,243,699**

All money figures in the retail-service column are in thousands ($000) of dollars.

N. CAROLINA

Population	3,571,623
Families	789,659
Radio Homes, 1940 Census	471,863
Radio Homes, NAB Projection	487,353

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Alamance	57,427	16,537	40,890	13,024	9,675	9,891	802	$14,894
Alexander	13,454	....	13,454	2,890	1,596	1,633	155	1,206
Alleghany	8,341	....	8,341	1,988	860	878	157	647
Anson	28,443	3,587	24,856	5,977	2,731	2,842	284	3,544
Ashe	22,664	....	22,664	4,868	2,218	2,308	313	1,333
Avery	13,561	....	13,561	2,764	1,285	1,306	141	572
Beaufort	36,431	8,569	27,862	8,154	3,822	3,899	595	5,917
Bertie	26,201	....	26,201	5,353	2,273	2,349	270	2,662
Bladen	27,156	....	27,156	5,621	2,342	2,418	259	2,940
Brunswick	17,125	....	17,125	3,673	1,406	1,460	232	1,218
Buncombe	108,755	51,310	57,445	26,375	19,024	19,593	1,530	32,476
Burke	38,615	10,285	28,330	7,783	5,242	5,340	456	5,736
Cabarrus	59,393	15,572	43,821	13,176	10,315	10,537	747	14,695
Caldwell	35,795	7,598	28,197	7,617	4,775	4,890	391	5,765
Camden	5,440	....	5,440	1,271	656	672	73	211
Carteret	18,284	6,967	11,317	4,261	2,321	2,366	311	3,183
Caswell	20,032	....	20,032	3,916	1,691	1,831	136	1,052
Catawba	51,653	18,894	32,759	11,709	8,733	8,982	704	10,703
Chatham	24,726	....	24,726	5,368	2,827	3,000	274	2,832
Cherokee	18,813	....	18,813	4,021	1,902	1,970	225	1,784
Chowan	11,572	3,835	7,737	2,539	1,200	1,229	161	1,859
Clay	6,405	....	6,405	1,401	513	537	64	177
Cleveland	58,055	20,584	37,471	12,474	8,022	8,200	561	9,490
Columbus	45,663	3,011	42,652	9,798	4,331	4,500	474	6,674
Craven	31,298	11,815	19,483	7,367	3,598	3,702	529	6,310
Cumberland	59,320	17,428	41,892	11,960	6,079	6,299	621	10,740
Currituck	6,709	....	6,709	1,663	704	724	112	505
Dare	6,041	....	6,041	1,454	909	938	151	827
Davidson	53,377	21,591	31,786	12,029	8,729	9,057	566	8,547
Davie	14,909	....	14,909	3,320	2,003	2,100	207	1,730
Duplin	39,739	....	39,739	8,683	3,684	3,815	504	3,991
Durham	80,244	60,195	20,049	19,898	14,882	15,275	1,186	27,823
Edgecombe	49,162	19,126	30,036	10,333	5,497	5,696	550	9,223
Forsyth	126,475	79,815	46,660	30,800	22,900	23,338	1,832	35,265
Franklin	30,382	....	30,382	6,522	2,703	2,838	266	2,803
Gaston	87,531	32,461	55,070	19,529	14,656	15,029	1,030	16,552
Gates	10,060	....	10,060	2,124	799	871	93	671
Graham	6,418	....	6,418	1,316	537	548	65	371
Granville	29,344	3,991	25,353	6,189	2,860	2,841	297	3,799
Greene	18,548	....	18,548	3,566	2,015	2,086	138	1,516
Guilford	153,916	97,814	56,102	36,842	28,486	29,540	2,088	48,105
Halifax	56,512	11,104	45,408	11,446	4,967	5,100	706	9,075
Harnett	44,239	5,256	38,983	9,205	5,029	5,177	483	5,830
Haywood	34,804	7,977	26,827	7,651	4,449	4,574	400	5,727
Henderson	26,049	5,381	20,668	6,363	4,076	4,268	316	5,697
Hertford	19,352	....	19,352	4,024	1,854	1,942	205	2,626
Hoke	14,937	....	14,937	2,900	1,246	1,306	107	1,401
Hyde	7,860	....	7,860	1,720	665	683	142	451
Iredell	50,424	18,122	32,302	11,438	7,621	7,817	755	8,929
Jackson	19,366	....	19,366	4,008	1,664	1,721	185	2,166
Johnston	63,798	3,678	60,120	13,813	7,063	7,235	670	7,820
Jones	10,926	....	10,926	2,185	862	924	91	637
Lee	18,743	4,960	13,783	4,148	2,718	2,836	241	3,906
Lenair	41,211	15,388	25,823	8,860	5,182	5,411	497	9,384
Lincoln	24,187	4,525	19,662	5,190	3,411	3,494	352	3,320
McDowell	22,996	2,889	20,107	5,015	2,893	2,996	259	3,031
Macon	15,880	....	15,880	3,489	1,453	1,498	240	1,759
Madison	22,522	....	22,522	4,846	2,048	2,120	298	1,370
Martin	26,111	3,966	22,145	5,144	2,178	2,259	341	4,083
Mecklenburg	151,824	100,899	50,927	36,320	26,847	27,785	1,929	55,395
Mitchell	15,980	....	15,980	3,392	1,924	1,985	174	1,665
Montgomery	16,280	....	16,280	3,593	1,923	2,002	243	2,433
Moore	30,969	3,225	27,744	6,719	3,631	3,816	376	4,946
Nash	55,608	13,590	42,018	11,780	6,246	6,394	530	9,280
New Hanover	47,935	33,407	14,528	12,054	7,803	8,230	948	17,480
Northampton	28,299	....	28,299	5,622	1,950	2,045	235	1,679
Onslow	17,939	....	17,939	3,777	1,445	1,579	223	1,609
Orange	23,072	3,654	19,418	5,239	3,374	3,474	270	3,685
Pamlico	9,706	....	9,706	2,170	817	856	122	480
Pasquotank	20,568	11,564	9,004	4,867	2,998	3,107	361	5,265
Pender	17,710	....	17,710	3,754	1,449	1,487	179	1,386
Perquimans	9,773	....	9,773	2,269	1,001	1,030	157	1,252
Person	25,029	4,599	24,430	5,113	2,629	2,697	255	3,157
Pitt	61,244	15,654	45,590	12,733	6,802	6,977	681	12,359
Polk	11,874	....	11,874	2,679	1,511	1,548	135	1,123
Randolph	44,554	6,981	37,573	10,318	6,595	7,042	538	6,056
Richmond	36,810	8,768	28,042	8,094	4,619	4,832	328	6,169

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Robeson	76,860	5,803	71,057	15,741	6,788	7,062	783	11,568
Rockingham	57,898	10,387	47,511	12,923	8,865	9,072	824	11,122
Rowan	69,206	22,109	47,097	16,336	12,697	13,032	932	16,173
Rutherford	45,577	8,987	36,590	9,981	6,349	6,476	557	6,190
Sampson	47,440	3,557	43,883	9,776	4,239	4,377	537	5,445
Scotland	23,232	5,685	17,547	4,917	2,090	2,223	259	3,418
Stanly	32,834	4,060	28,774	7,575	5,419	5,611	420	6,309
Stokes	22,656	....	22,656	4,838	2,639	2,694	250	1,530
Surry	41,783	9,020	32,763	9,190	5,605	5,744	565	7,490
Swain	12,177	....	12,177	2,505	941	967	154	830
Transylvania	12,241	3,061	9,180	2,663	1,570	1,673	122	1,903
Tyrrell	5,556	....	5,556	1,210	579	588	80	439
Union	39,097	6,475	32,622	8,508	4,997	5,200	497	5,199
Vance	29,961	7,647	22,314	6,394	3,290	3,422	380	6,356
Wake	109,544	46,897	62,647	24,330	16,529	17,024	1,441	33,976
Warren	23,145	....	23,145	4,532	1,440	1,488	243	2,354
Washington	12,323	....	12,323	2,604	1,200	1,228	182	1,362
Watauga	18,114	....	18,114	3,846	2,008	2,055	261	1,958
Wayne	58,328	20,203	38,125	12,019	6,736	6,937	707	11,529
Wilkes	43,003	4,478	38,525	9,049	4,086	4,249	534	4,792
Wilson	50,219	19,234	30,985	11,061	6,191	6,449	637	10,396
Yadkin	20,657	....	20,657	4,542	2,566	2,693	211	1,295
Yancey	17,202	....	17,202	3,585	1,475	1,515	230	748
Total State	**3,571,623**	**974,175**	**2,597,448**	**789,659**	**471,863**	**487,353**	**44,328**	**$675,361**

N. DAKOTA

Population **641,935**
Families **152,043**
Radio Homes, 1940 Census **131,000**
Radio Homes, NAB Projection **134,437**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Adams	4,664	....	4,664	1,149	963	1,008	93	$1,022
Barnes	17,814	5,917	11,897	4,446	3,945	4,044	355	4,872
Benson	12,629	....	12,629	2,828	2,459	2,504	177	1,734
Billings	2,531	....	2,531	562	423	427	17	102
Bottineau	13,253	....	13,253	3,351	2,851	2,926	263	2,628
Bowman	3,860	....	3,860	1,033	822	845	107	1,107
Burke	7,653	....	7,653	1,989	1,734	1,764	181	1,199
Burleigh	22,736	15,496	7,240	5,472	4,868	5,051	329	9,639
Cass	52,849	32,580	20,269	13,222	12,191	12,538	944	25,513
Cavalier	13,923	....	13,923	3,118	2,665	2,720	258	2,492
Dickey	9,696	....	9,696	2,375	2,037	2,080	180	2,085
Divide	7,086	....	7,086	1,878	1,658	1,691	137	1,271
Dunn	8,376	....	8,376	1,814	1,397	1,445	111	799
Eddy	5,741	....	5,741	1,363	1,215	1,247	111	1,564
Emmons	11,699	....	11,699	2,268	1,776	1,814	115	1,378
Foster	5,824	....	5,824	1,394	1,221	1,254	135	1,596
Golden Valley	3,498	....	3,498	896	762	784	80	895
Grand Forks	34,518	20,228	14,290	8,616	7,844	8,018	571	14,355
Grant	8,264	....	8,264	1,802	1,355	1,382	98	793
Griggs	5,818	....	5,818	1,410	1,231	1,250	105	1,136
Hettinger	7,457	....	7,457	1,622	1,337	1,348	117	1,468
Kidder	6,692	....	6,692	1,507	1,263	1,289	108	909
La Moure	10,298	....	10,298	2,388	2,027	2,098	183	1,635
Logan	7,561	....	7,561	1,574	1,247	1,264	100	845
McHenry	14,034	....	14,034	3,355	2,827	2,873	249	2,177
McIntosh	8,984	....	8,984	1,995	1,536	1,559	124	1,194
McKenzie	8,426	....	8,426	2,179	1,805	1,837	113	1,052
McLean	16,082	....	16,082	3,806	3,126	3,179	253	2,294
Mercer	9,611	....	9,611	2,075	1,599	1,620	123	1,393
Morton	20,184	6,685	13,499	4,482	3,842	3,994	320	4,578
Mountrail	10,482	....	10,482	2,679	2,274	2,320	203	1,905
Nelson	9,129	....	9,129	2,185	1,925	1,972	193	1,761
Oliver	3,859	....	3,859	824	671	706	29	231
Pembina	15,671	....	15,671	3,625	3,166	3,236	331	3,316
Pierce	9,208	....	9,208	1,993	1,661	1,716	130	1,903
Ramsey	15,626	6,204	9,422	3,714	3,340	3,458	308	5,794
Ransom	10,061	....	10,061	2,449	2,122	2,227	187	2,362
Renville	5,533	....	5,533	1,461	1,299	1,337	108	1,023
Richland	20,519	3,747	16,772	4,867	4,320	4,452	366	5,627
Rolette	12,583	....	12,583	2,663	1,860	1,898	149	1,994
Sargent	8,693	....	8,693	2,120	1,827	1,869	157	1,219
Sheridan	6,616	....	6,616	1,484	1,255	1,285	117	748
Sioux	4,419	....	4,419	942	656	671	47	525
Slope	2,932	....	2,932	746	614	630	31	149
Stark	15,414	5,839	9,575	3,396	2,848	2,927	207	3,960
Steele	6,193	....	6,193	1,425	1,228	1,249	102	853
Stutsman	23,495	8,790	14,705	5,166	4,562	4,677	373	6,418

All money figures in the retail-service column are in thousands ($000) of dollars.

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Towner	7,200	....	7,200	1,755	1,520	1,583	160	1,669
Traill	12,300	....	12,300	2,897	2,587	2,642	249	3,209
Walsh	20,747	4,070	16,677	4,555	3,919	4,015	331	5,032
Ward	31,981	16,577	15,404	8,139	7,244	7,471	647	11,920
Wells	11,198	....	11,198	2,682	2,386	2,442	227	2,436
Williams	16,315	5,790	10,525	4,307	3,690	3,801	340	5,001
Total State	**641,935**	**131,923**	**510,012**	**152,043**	**131,000**	**134,437**	**11,049**	**$162,780**

OHIO

Population **6,907,612**
Families **1,897,796**
Radio Homes, 1940 Census **1,697,672**
Radio Homes, NAB Projection **1,739,399**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Adams	21,705	—	21,705	5,883	3,966	4,013	384	$3,068
Allen	73,303	47,797	25,506	20,255	18,570	18,991	1,444	29,477
Ashland	29,785	12,453	17,332	8,673	7,508	7,826	511	10,652
Ashtabula	68,674	34,931	33,743	19,573	17,353	17,852	1,366	25,217
Athens	46,166	15,911	30,255	12,251	9,642	10,042	774	11,875
Auglaize	28,037	10,757	17,280	7,931	7,048	7,200	589	7,496
Belmont	95,614	45,228	50,386	25,046	20,983	21,436	1,719	21,387
Brown	21,638	—	21,638	6,256	4,602	4,694	423	3,903
Butler	120,249	84,568	35,681	32,496	29,254	29,979	2,014	41,878
Carroll	17,449	3,922	13,527	4,726	3,821	3,928	304	3,187
Champaign	25,258	8,335	16,923	7,263	6,321	6,422	482	6,968
Clark	95,647	70,662	24,985	26,653	24,258	24,780	1,728	35,536
Clermont	34,109	—	34,109	9,732	7,993	8,114	625	7,303
Clinton	22,574	5,971	16,603	6,824	5,781	5,924	516	7,742
Columbiana	90,121	54,717	35,404	24,435	21,437	22,082	1,870	31,967
Coshocton	30,594	11,509	19,085	8,720	7,208	7,381	584	8,597
Crawford	35,571	22,749	12,822	10,386	9,334	9,548	737	11,892
Cuyahoga	1,217,250	1,183,490	33,760	336,519	318,772	323,878	24,211	555,343
Darke	38,831	7,745	31,086	11,145	9,443	9,663	798	10,718
Defiance	24,367	12,293	12,074	6,860	5,944	6,101	490	7,386
Delaware	26,780	8,944	17,836	7,586	6,366	6,665	517	7,320
Erie	43,201	24,874	18,327	12,042	10,918	11,239	954	16,811
Fairfield	48,490	21,940	26,550	13,274	11,470	11,712	794	13,135
Fayette	21,385	9,402	11,983	6,066	4,916	5,013	391	7,369
Franklin	388,712	330,268	58,444	105,742	96,785	100,569	7,025	186,311
Fulton	23,626	3,016	20,610	6,801	5,823	5,983	468	7,407
Gallia	24,930	7,832	17,098	6,051	3,995	4,144	310	4,514
Geauga	19,430	—	19,430	5,193	4,255	4,318	306	4,546
Greene	35,863	13,182	22,681	9,661	8,281	8,481	502	9,377
Guernsey	38,822	15,044	23,778	11,055	8,808	9,156	709	9,427
Hamilton	621,987	544,766	77,221	181,342	166,269	169,927	12,138	299,853
Hancock	40,793	22,361	18,432	11,950	10,773	11,057	732	12,905
Hardin	27,061	7,593	19,468	7,966	6,739	6,906	587	6,898
Harrison	20,313	2,808	17,505	5,545	4,368	4,533	343	3,646
Henry	22,756	4,825	17,931	6,320	5,525	5,621	418	6,090
Highland	27,099	8,941	18,158	8,014	6,428	6,572	548	7,622
Hocking	21,504	6,177	15,327	5,729	4,396	4,486	321	4,395
Holmes	17,876	—	17,876	4,532	2,994	3,063	294	3,708
Huron	34,800	16,005	18,795	9,920	8,820	9,069	763	11,677
Jackson	,27 004	11,832	15,172	7,079	5,463	5,562	436	6,598
Jefferson	98,129	50,269	47,860	24,565	21,380	21,742	1,768	34,649
Knox	31,024	10,122	20,902	9,153	7,749	8,087	556	9,706
Lake	50,020	24,282	25,738	13,774	12,959	13,217	897	18,498
Lawrence	46,705	15,851	30,854	11,340	8,520	8,699	637	8,480
Licking	62,279	31,487	30,792	18,346	15,759	16,420	1,098	20,043
Logan	29,624	9,808	19,816	8,767	7,614	7,785	687	8,927
Lorain	112,390	78,975	33,415	30,228	27,895	28,497	2,047	39,348
Lucas	344,333	287,032	57,301	96,079	89,929	92,162	6,109	155,392
Madison	21,811	4,697	17,114	5,451	4,309	4,414	375	6,033
Mahoning	240,251	197,050	43,201	59,065	53,413	54,759	3,714	97,399
Marion	44,898	30,817	14,081	12,761	11,289	11,769	734	14,759
Medina	33,034	10,854	22,180	9,307	8,328	8,597	630	11,367
Meigs	24,104	6,937	17,167	6,708	4,895	5,019	391	5,141
Mercer	26,256	4,841	21,415	6,658	5,818	5,927	522	7,107
Miami	52,632	28,625	24,007	15,047	13,867	14,148	914	17,761
Monroe	18,641	—	18,641	4,915	3,224	3,333	271	2,224
Montgomery	295,480	223,914	71,566	82,139	76,034	78,076	5,143	129,680
Morgan	14,227	—	14,227	3,973	2,928	3,020	216	2,457
Morrow	15,646	—	15,646	4,571	3,695	3,824	190	2,882
Muskingum	69,795	37,500	32,295	19,845	17,252	17,656	1,240	24,697
Noble	14,587	—	14,587	4,017	2,722	2,760	257	2,000
Ottawa	24,360	4,505	19,855	6,886	6,026	6,264	510	7,683
Paulding	15,527	—	15,527	4,384	3,642	3,723	323	3,425
Perry	31,087	6,939	24,148	8,357	6,708	6,884	479	6,051
Pickaway	27,889	7,982	19,907	6,960	5,527	5,622	442	5,732
Pike	16,113	—	16,113	3,919	2,373	2,437	251	2,152
Portage	46,660	17,119	29,541	12,798	11,221	11,545	789	15,282

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Preble	23,329	3,552	19,777	6,764	5,743	5,858	530	6,324
Putnam	25,016	—	25,016	6,493	5,621	5,775	524	5,772
Richland	73,853	43,797	30,056	20,050	17,986	18,570	1,293	28,730
Ross	52,147	20,129	32,018	13,095	10,270	10,516	718	13,747
Sandusky	41,014	20,478	20,536	11,691	10,506	10,791	855	13,878
Scioto	86,565	46,490	40,075	21,590	17,305	18,029	1,456	23,749
Seneca	48,499	27,422	21,077	13,205	11,673	12,047	1,000	16,464
Shelby	26,071	9,790	16,281	7,009	6,273	6,400	473	7,112
Stark	234,887	165,380	69,507	62,183	56,730	58,199	4,260	92,205
Summit	339,405	292,817	46,588	91,561	85,603	87,816	6,070	140,031
Trumbull	132,315	76,320	55,995	33,752	33,285	31,127	2,022	39,555
Tuscarawas	68,816	37,431	31,385	18,925	16,304	16,733	1,344	20,971
Union	20,012	4,037	15,975	5,757	4,982	5,056	375	6,005
Van Wert	26,759	11,887	14,872	7,667	6,750	6,956	484	7,607
Vinton	11,573	—	11,573	2,956	1,920	1,952	144	1,279
Warren	29,894	8,401	21,493	8,205	7,061	7,192	500	7,672
Washington	43,537	14,543	28,994	12,116	9,151	9,443	699	10,843
Wayne	50,520	18,797	31,723	13,497	11,428	11,639	1,019	16,966
Williams	25,510	9,107	16,403	7,662	6,770	6,969	626	8,550
Wood	51,796	13,263	38,533	14,581	12,926	13,268	1,124	13,150
Wyandot	19,218	6,891	12,327	5,439	4,679	4,747	384	5,901
Total State	**6,907,612**	**4,612,986**	**2,294,626**	**1,897,796**	**1,697,672**	**1,739,399**	**127,215**	**$2,616,387**

OKLAHOMA

Population **2,336,434**
Families **610,481**
Radio Homes, 1940 Census **405,754**
Radio Homes, NAB Projection **420,182**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Adair	15,755	—	15,755	3,652	1,412	1,474	174	$1,090
Alfalfa	14,129	2,553	11,576	3,962	3,127	3,180	283	2,676
Atoka	18,702	2,548	16,154	4,417	1,787	1,877	225	1,715
Beaver	8,648	—	8,648	2,352	1,578	1,597	142	1,016
Beckham	22,169	8,058	14,111	6,075	3,924	4,088	468	5,426
Blaine	18,543	2,828	15,715	4,847	3,125	3,266	388	3,781
Bryan	38,138	38,138	10,027	9,347	5,643	5,924	445	6,215
Caddo	41,567	5,579	35,988	10,483	6,526	6,797	687	7,444
Canadian	27,329	10,078	17,251	7,003	5,427	5,595	435	6,427
Carter	43,292	16,886	26,406	11,235	7,121	7,412	770	9,358
Cherokee	21,030	3,027	18,003	4,926	1,821	1,925	237	1,987
Choctaw	28,358	5,909	22,449	6,992	3,091	3,173	299	3,076
Cimarron	3,654	—	3,654	1,019	671	686	97	873
Cleveland	27,728	11,429	16,299	6,823	5,087	5,190	433	6,068
Coal	12,811	—	12,811	3,125	1,430	1,463	143	1,467
Comanche	38,988	18,055	20,933	9,237	6,259	6,435	650	10,350
Cotton	12,884	—	12,884	3,374	2,167	2,238	201	2,703
Craig	21,083	5,685	15,398	4,871	2,932	3,043	280	3,896
Creek	55,503	22,602	32,901	14,562	9,417	9,724	938	11,108
Custer	23,068	9,240	13,828	6,091	4,340	4,502	486	5,939
Delaware	18,592	—	18,592	4,509	2,038	2,117	194	1,216
Dewey	11,981	—	11,981	3,185	2,001	2,038	248	1,738
Ellis	8,466	—	8,466	2,382	1,544	1,631	179	1,752
Garfield	45,484	28,081	17,403	12,944	10,767	11,001	901	17,915
Garvin	31,150	5,104	26,046	7,712	4,026	4,288	599	4,802
Grady	41,116	14,111	27,005	10,757	6,869	7,097	697	8,419
Grant	13,128	—	13,128	3,815	3,117	3,199	262	2,609
Greer	14,550	4,193	10,357	3,776	2,466	2,569	291	2,929
Harmon	10,019	2,732	7,287	2,572	1,716	1,801	153	1,317
Harper	6,454	—	6,454	1,744	1,141	1,171	142	1,098
Haskell	17,324	—	17,324	3,974	1,964	2,043	188	1,694
Hughes	29,189	6,632	22,557	7,005	4,146	4,243	357	4,147
Jackson	22,708	8,593	14,115	6,159	4,233	4,355	400	4,646
Jefferson	15,107	—	15,107	3,837	2,234	2,298	234	2,178
Johnston	15,960	—	15,960	3,878	1,863	1,908	211	1,379
Kay	47,084	28,528	18,556	13,218	10,620	10,945	891	14,451
Kingfisher	15,617	3,352	12,265	4,220	3,065	3,191	256	3,662
Kiowa	22,817	5,177	17,640	6,191	4,179	4,350	442	4,824
Latimer	12,380	—	12,380	2,981	1,362	1,391	158	1,188
Le Flore	45,866	4,020	41,846	10,949	5,425	5,557	521	4,900
Lincoln	29,529	2,738	26,791	7,707	4,470	4,607	373	3,747
Logan	25,245	10,018	15,227	7,045	4,146	4,967	467	6,287
Love	11,433	—	11,433	2,772	1,471	1,494	153	1,057
McClain	19,205	3,116	16,089	4,646	2,724	2,796	286	2,170
McCurtain	41,318	3,689	37,629	9,754	3,704	3,796	409	3,608
McIntosh	24,097	—	24,097	5,395	2,496	2,641	240	2,100

All money figures in the retail-service column are in thousands ($000) of dollars.

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Major	11,946	—	11,946	3,188	2,057	2,109	230	1,825
Marshall	12,384	2,594	9,790	2,987	1,646	1,687	155	1,623
Mayes	21,668	2,501	19,167	5,428	2,754	2,885	379	3,039
Murray	13,841	4,970	8,871	3,424	2,043	1,192	301	2,260
Muskogee	65,914	32,332	33,582	16,910	10,428	10,801	1,143	16,032
Noble	14,826	5,045	9,781	4,096	3,070	3,168	303	3,279
Nowata	15,774	3,904	11,870	4,193	2,588	2,659	212	2,677
Okfuskee	26,279	3,811	22,468	6,270	3,237	3,313	367	3,048
Oklahoma	244,159	211,016	33,143	69,951	57,392	59,619	5,104	104,680
Okmulgee	50,101	22,956	27,145	12,909	8,091	8,331	845	10,688
Osage	41,502	8,710	32,792	10,979	7,600	8,020	652	8,417
Ottawa	35,849	14,193	21,656	10,119	6,664	6,945	533	7,379
Pawnee	17,395	5,252	12,143	4,588	2,897	3,079	284	2,710
Payne	36,057	17,800	18,257	9,969	7,465	7,709	744	10,886
Pittsburg	48,985	14,997	33,988	11,560	6,955	7,318	644	8,370
Pontotoc	39,792	15,143	24,649	10,155	6,605	6,987	704	10,167
Pottawatomie	54,377	22,053	32,324	14,134	9,776	10,022	1,074	13,597
Pushmataha	19,466	3,254	16,212	4,639	1,918	1,969	187	1,864
Roger Mills	10,736	—	10,736	2,838	1,564	1,603	180	1,232
Rogers	21,078	4,134	16,944	5,438	3,118	3,266	415	3,370
Seminole	61,201	21,862	39,339	15,138	9,746	10,052	1,030	13,740
Sequoyah	23,138	—	23,138	5,277	1,915	1,976	235	1,639
Stephens	31,090	12,106	18,984	8,029	5,143	5,370	518	6,634
Texas	9,896	—	9,896	2,745	1,919	1,972	261	3,068
Tillman	20,754	5,109	15,645	5,618	3,770	3,944	404	3,490
Tulsa	193,363	148,294	45,069	54,645	44,945	46,414	3,789	80,671
Wagoner	21,642	3,535	18,107	5,147	2,285	2,348	257	1,934
Washington	30,559	16,267	14,292	8,624	6,766	6,899	542	9,893
Washita	22,279	2,776	19,503	5,838	4,067	4,212	314	3,232
Woods	14,915	5,055	9,860	4,255	3,244	3,339	339	4,202
Woodward	16,270	5,406	10,864	4,052	2,803	2,890	320	4,960
Total State	**2,336,434**	**879,663**	**1,456,771**	**610,481**	**405,754**	**420,182**	**39,448**	**$549,054**

OREGON

Population **1,089,684**
Families **337,492**
Radio Homes, 1940 Census **290,641**
Radio Homes, NAB Projection **299,226**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Baker	18,297	9,342	8,955	5,406	4,413	4,525	404	$7,630
Benton	18,629	8,392	10,237	5,669	4,828	4,978	385	8,471
Clackamas	57,130	6,124	51,006	17,669	15,303	15,704	876	13,107
Clatsop	24,697	13,291	11,406	7,605	6,572	6,746	635	11,744
Columbia	20,971	4,304	16,667	6,240	5,278	5,399	368	5,604
Coos	32,466	12,848	19,618	10,177	8,364	8,601	699	12,691
Crook	5,533	—	5,533	1,585	1,273	1,320	69	1,544
Curry	4,301	—	4,301	1,412	986	1,027	125	1,225
Deschutes	18,631	10,021	8,610	5,543	4,570	4,770	366	9,084
Douglas	25,728	4,924	20,804	7,872	6,289	6,526	591	8,288
Gilliam	2,844	—	2,844	815	661	677	96	1,396
Grant	6,380	—	6,380	1,931	1,583	1,607	151	2,006
Harney	5,374	2,566	2,808	1,630	1,285	1,341	117	2,527
Hood River	11,580	3,280	8,300	3,408	2,942	3,025	243	4,046
Jackson	36,213	16,025	20,188	11,396	9,641	9,916	671	14,435
Jefferson	2,042	—	2,042	630	468	481	35	569
Josephine	16,301	6,028	10,273	5,320	4,005	4,170	354	5,641
Klamath	40,497	16,497	24,000	11,977	10,151	10,499	727	22,472
Lake	6,293	—	6,293	1,926	1,492	1,563	107	2,660
Lane	69,096	27,269	41,827	20,922	17,816	18,295	1,206	26,640
Lincoln	14,549	—	14,549	4,711	3,418	3,619	431	4,533
Linn	30,485	8,383	22,102	9,135	7,260	7,494	558	8,861
Malheur	19,767	3,551	16,216	5,196	4,013	4,117	336	5,408
Marion	75,246	33,833	14,413	20,862	18,499	18,866	1,436	28,503
Morrow	4,337	—	4,337	1,243	1,008	1,026	97	1,282
Multnomah	355,099	305,394	49,705	117,267	106,855	110,049	8,220	211,335
Polk	19,989	3,579	16,410	5,867	4,819	4,950	348	3,904
Sherman	2,321	—	2,321	747	618	653	71	662
Tillamook	12,263	2,751	9,512	3,714	3,059	3,152	288	4,056
Umatilla	26,030	8,847	17,183	7,451	6,140	6,334	559	10,587
Union	17,399	7,747	9,652	5,316	4,508	4,638	421	6,661
Wallowa	7,625	—	7,623	2,172	1,781	1,814	163	2,389
Wasco	13,069	6,266	6,803	4,017	3,320	3,410	322	6,923
Washington	39,194	3,747	35,447	11,890	10,025	10,331	643	9,878
Wheeler	2,974	—	2,974	888	656	684	64	823
Yamhill	26,336	6,666	19,670	7,883	6,742	6,919	532	8,578
Total State	**1,089,684**	**531,675**	**558,009**	**337,492**	**290,641**	**299,226**	**22,714**	**$476,363**

PENNA.

Population	9,900,180
Families	2,515,524
Radio Homes, 1940 Census	2,265,921
Radio Homes, NAB Projection	2,323,980

County	POPULATION Total	POPULATION Urban	POPULATION Rural	Families	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Adams	39,435	5,916	33,519	10,194	8,366	8,561	607	37,841
Allegheny	1,411,539	1,183,831	227,708	360,094	355,520	342,860	21,449	562,492
Armstrong	81,087	23,562	57,525	20,098	17,142	17,447	1,073	17,639
Beaver	156,754	103,888	52,866	38,832	34,919	35,681	2,342	44,194
Bedford	40,809	3,268	37,541	10,188	7,553	7,738	656	8,307
Berks	241,884	144,757	97,127	63,692	58,515	59,579	5,960	87,545
Blair	140,358	100,465	39,893	36,284	32,772	33,624	2,292	45,838
Bradford	50,615	15,938	34,677	13,936	11,432	11,741	956	13,559
Bucks	107,715	31,635	76,080	28,112	25,838	26,447	2,010	27,603
Butler	87,590	24,477	63,113	22,225	19,295	19,696	1,313	25,901
Cambria	213,459	114,567	98,892	48,512	42,720	43,438	2,791	62,429
Cameron	6,852	3,775	3,077	1,872	1,620	1,676	127	2,072
Carbon	61,735	37,361	24,374	14,780	13,665	13,903	1,153	12,503
Centre	52,608	15,493	37,115	13,271	11,335	11,564	834	15,713
Chester	135,626	53,342	82,284	33,046	29,184	29,885	2,362	43,933
Clarion	38,410	3,798	34,612	9,730	7,760	7,906	562	8,902
Clearfield	92,094	24,874	67,220	22,657	19,035	19,299	1,314	19,921
Clinton	34,557	14,594	19,963	8,904	7,662	7,835	627	9,292
Columbia	51,413	22,980	28,433	13,565	11,698	11,944	874	12,418
Crawford	71,644	27,045	44,599	19,966	17,200	17,530	1,217	22,800
Cumberland	74,806	26,867	37,939	20,419	17,936	18,439	1,329	21,693
Dauphin	177,410	119,721	57,689	46,572	42,999	43,978	3,573	71,915
Delaware	310,756	228,240	82,516	80,057	76,016	77,840	4,510	96,441
Elk	34,443	18,861	15,582	8,066	7,038	7,302	518	7,854
Erie	180,889	134,355	46,534	48,010	43,538	44,849	3,591	65,554
Fayette	200,999	49,791	151,208	47,902	40,780	41,407	2,398	51,071
Forest	5,791	—	5,791	1,558	1,203	1,234	96	968
Franklin	69,378	28,177	41,201	17,766	14,527	14,972	1,111	18,346
Fulton	10,673	—	10,673	2,614	1,915	2,013	234	1,374
Greene	44,671	4,891	39,780	10,944	8,696	8,846	537	8,058
Huntingdon	41,836	11,933	29,903	10,405	8,210	8,460	666	9,094
Indiana	79,854	18,134	61,720	19,221	16,065	16,298	1,133	18,015
Jefferson	54,090	20,263	33,827	13,571	11,401	11,603	787	13,428
Juniata	15,373	—	15,373	3,979	2,980	3,016	320	2,833
Lackawanna	301,243	269,997	31,246	72,374	65,740	67,682	5,342	87,567
Lancaster	212,504	94,932	117,572	55,376	47,219	48,007	5,089	76,578
Lawrence	96,877	58,541	38,336	24,797	22,495	22,847	1,671	30,918
Lebanon	72,641	35,137	37,504	19,028	17,142	17,350	1,450	23,322
Lehigh	177,533	132,021	45,512	45,563	42,495	43,317	3,855	68,828
Luzerne	441,518	336,561	104,957	102,117	93,367	95,546	8,123	116,864
Lycoming	93,633	61,445	32,188	25,704	22,611	23,181	1,817	30,745
McKean	56,673	23,824	32,849	15,212	13,405	13,914	990	19,481
Mercer	101,039	59,095	41,944	25,771	22,816	23,612	1,823	33,054
Mifflin	42,993	16,014	26,979	10,908	8,955	9,234	834	12,453
Monroe	29,802	12,590	17,212	8,079	7,094	7,194	796	11,466
Montgomery	289,247	188,316	100,931	71,141	66,749	68,553	5,461	109,009
Montour	15,466	7,122	8,344	3,468	2,838	2,950	219	2,881
Northampton	168,959	120,299	48,660	43,312	40,215	41,060	3,379	58,645
Northumberland	126,887	70,993	55,894	31,632	28,048	28,732	2,370	31,212
Perry	23,213	—	23,213	6,208	5,023	5,092	416	4,128
Philadelphia	1,931,334	1,931,334	—	506,980	470,187	487,635	42,933	845,063
Pike	7,452	—	7,452	2,314	1,905	1,955	185	1,658
Potter	18,201	3,197	15,004	5,068	3,924	4,038	328	4,898
Schuylkill	228,331	130,222	98,109	53,621	47,282	48,604	4,786	54,081
Snyder	20,208	2,877	17,331	5,348	4,194	4,269	403	3,081
Somerset	84,957	17,737	67,220	20,423	16,536	16,761	1,185	19,499
Sullivan	7,504	—	7,504	1,927	1,454	1,467	164	1,038
Susquehanna	33,893	7,006	26,887	9,025	7,313	7,480	571	6,718
Tioga	35,004	3,665	31,339	9,671	7,833	8,072	619	8,549
Union	20,247	3,571	16,676	4,909	4,173	4,292	423	4,284
Venango	63,958	34,017	29,941	16,277	13,779	14,335	932	18,136
Warren	42,789	14,891	27,898	11,105	9,247	9,628	607	17,485
Washington	210,852	89,228	121,624	52,333	46,109	46,949	3,121	58,259
Wayne	29,934	5,687	24,247	7,785	6,488	6,642	556	7,621
Westmoreland	303,411	146,573	156,838	74,215	66,160	67,467	4,354	78,368
Wyoming	16,702	—	16,702	4,538	3,582	3,714	353	4,572
York	178,022	83,186	94,836	48,252	43,008	43,789	3,214	58,410
Total State	**9,900,180**	**6,586,877**	**3,313,303**	**2,515,524**	**2,265,921**	**2,323,980**	**179,692**	**$3,346,477**

All money figures in the retail-service column are in thousands ($000) of dollars.

RHODE IS.

Population	713,346
Families	187,706
Radio Homes, 1940 Census	176,739
Radio Homes, NAB Projection	179,652

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Bristol	25,548	25,548	....	6,478	6,170	6,266	448	$6,075
Kent	58,311	50,787	7,524	15,302	14,301	14,615	1,135	17,340
Newport	46,696	30,532	16,164	11,981	11,256	11,490	922	18,462
Providence	550,298	535,317	14,981	145,070	137,059	139,184	11,190	221,859
Washington	32,493	11,199	21,294	8,875	7,953	8,097	728	14,417
Total State	**713,346**	**653,383**	**59,963**	**187,706**	**176,739**	**179,652**	**11,423**	**$296,690**

S. CAROLINA

Population	1,899,804
Families	434,968
Radio Homes, 1940 Census	209,542
Radio Homes, NAB Projection	215,636

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Abbeville	22,931	22,931	4,950	5,399	2,219	2,303	350	$2,653
Aiken	49,916	8,797	41,119	12,418	5,861	6,090	686	6,478
Allendale	13,040	—	13,040	2,916	723	737	162	1,315
Anderson	88,712	24,678	64,034	20,746	12,758	13,005	1,197	15,716
Bamberg	18,643	300	15,643	4,202	1,260	1,330	269	2,666
Barnwell	20,138	—	20,138	4,780	1,153	1,184	300	2,225
Beaufort	22,037	3,185	18,852	4,935	1,128	1,163	276	2,594
Berkeley	27,128	—	27,128	5,779	1,476	1,528	246	1,995
Calhoun	16,229	—	16,229	3,610	876	930	229	1,939
Charleston	121,105	71,275	49,830	31,907	16,969	17,589	1,776	35,121
Cherokee	33,290	7,636	25,654	7,248	4,141	4,252	411	3,670
Chester	32,579	6,392	26,187	7,374	3,615	3,693	339	5,292
Chesterfield	35,963	4,497	31,466	7,601	3,124	3,206	410	4,386
Clarendon	31,500	—	31,500	6,377	1,598	1,642	262	3,009
Colleton	26,268	3,373	22,895	6,145	1,838	1,864	308	3,434
Darlington	45,198	11,635	33,563	10,269	4,457	4,621	516	7,484
Dillon	29,625	3,867	25,758	6,180	2,476	2,548	337	3,977
Dorchester	19,928	3,023	16,905	4,473	1,641	1,704	247	2,493
Edgefield	17,894	—	17,894	4,035	1,278	1,334	262	2,087
Fairfield	24,187	3,181	21,006	5,266	1,877	1,929	228	2,748
Florence	70,582	18,576	52,006	15,597	7,169	7,351	865	15,192
Georgetown	26,352	5,559	20,793	5,994	2,105	2,198	338	4,117
Greenville	136,580	37,083	99,497	33,813	23,136	23,757	1,833	40,113
Greenwood	40,083	13,020	27,063	9,474	5,302	5,459	646	9,387
Hampton	17,465	—	17,465	4,106	1,084	1,109	157	1,499
Horry	51,951	5,066	46,885	10,831	4,050	4,144	584	8,401
Jasper	11,011	—	11,011	2,490	674	690	76	644
Kershaw	32,913	5,747	27,166	7,189	2,520	2,649	406	4,044
Lancaster	33,542	4,430	29,112	7,360	4,090	4,221	330	5,062
Laurens	44,185	12,598	31,587	10,106	5,526	5,664	559	6,980
Lee	24,908	2,995	21,913	5,311	1,480	1,506	278	2,981
Lexington	35,994	2,745	33,249	8,399	4,331	4,427	488	4,288
McCormick	10,367	—	10,367	2,271	576	585	132	914
Marion	30,107	10,138	19,969	6,600	2,826	2,898	364	5,332
Marlboro	33,281	4,895	28,386	7,259	2,509	2,579	321	4,483
Newberry	33,577	10,782	22,795	7,960	3,718	3,814	515	5,827
Oconee	36,512	2,820	33,692	8,080	4,105	4,161	439	4,563
Orangeburg	63,707	10,521	53,186	14,651	4,930	5,049	984	10,064
Pickens	37,111	5,183	31,928	8,281	5,075	5,215	537	5,140
Richland	104,843	65,904	38,939	24,210	15,347	15,856	1,554	38,221
Saluda	17,192	188	17,004	3,861	1,395	1,426	243	1,273
Spartanburg	127,733	36,348	91,385	29,497	19,406	19,936	1,424	28,917
Sumter	52,463	15,874	36,589	11,521	4,264	4,437	524	10,460
Union	31,360	8,478	22,882	6,908	3,763	3,847	376	5,636
Williamsburg	41,011	3,182	37,829	8,315	2,209	2,275	357	3,939
York	58,663	24,490	34,173	13,224	7,474	7,730	730	11,342
Total State	**1,899,804**	**466,111**	**1,433,693**	**434,968**	**209,542**	**215,636**	**23,871**	**$351,101**

S. DAKOTA

Population	642,961
Families	165,428
Radio Homes, 1940 Census	136,049
Radio Homes, NAB Projection	139,854

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Armstrong	42	—	42	11	9	9	..	..
Aurora	5,387	—	5,387	1,398	1,055	1,118	117	$867
Beadle	19,648	10,843	8,805	5,231	4,545	4,665	395	7,125
Bennett	3,983	—	3,983	991	540	548	73	503
Bon Homme	10,241	—	10,241	2,769	2,171	2,231	209	1,894
Brookings	16,560	5,346	11,214	4,266	3,740	3,830	331	5,440
Brown	29,676	17,015	12,661	7,711	7,000	7,170	592	11,708
Brule	6,195	—	6,195	1,674	1,339	1,357	166	1,781
Buffalo	1,853	—	1,853	434	257	261	14	100
Butte	8,004	—	8,004	2,138	1,751	1,794	219	3,448
Campbell	5,033	—	5,033	1,120	848	873	62	498
Charles Mix	13,449	—	13,449	3,233	2,279	2,350	185	1,815
Clark	8,955	—	8,955	2,315	1,949	1,996	163	1,566
Clay	9,592	3,324	6,268	2,619	2,269	2,320	180	2,389
Codington	17,014	10,617	6,397	4,318	3,783	3,902	382	8,026
Corson	6,755	—	6,755	1,587	1,095	1,167	106	847
Custer	6,023	—	6,023	1,708	1,214	1,245	143	1,619
Davison	15,336	10,633	4,703	4,192	3,671	3,779	422	7,665
Day	13,565	—	13,565	3,346	2,794	2,843	257	3,191
Devel	8,450	—	8,450	2,038	1,691	1,772	141	1,237
Dewey	5,709	—	5,709	1,338	940	958	107	822
Douglas	6,348	—	6,348	1,579	1,227	1,271	123	995
Edmunds	7,814	—	7,814	1,830	1,488	1,511	114	1,169
Fall River	8,089	4,083	4,006	2,073	1,648	1,699	190	2,128
Faulk	5,168	—	5,168	1,329	1,165	1,198	139	965
Grant	10,552	2,745	7,807	2,665	2,397	2,429	210	2,226
Gregory	9,554	—	9,554	2,404	1,730	1,821	179	1,674
Haakon	3,515	—	3,515	1,004	809	834	88	948
Hamlin	7,562	—	7,562	1,893	1,581	1,607	165	1,344
Hand	7,166	—	7,166	1,795	1,536	1,569	106	1,427
Hanson	5,400	—	5,400	1,368	1,140	1,162	79	625
Harding	3,010	—	3,010	831	569	594	40	380
Hughes	6,624	4,322	2,302	1,858	1,601	1,639	165	2,965
Hutchinson	12,668	—	12,668	3,111	2,423	2,467	238	2,253
Hyde	3,113	—	3,113	788	675	686	59	824
Jackson	1,955	—	1,955	555	414	423	70	529
Jerauld	4,752	—	4,752	1,271	1,054	1,064	112	1,077
Jones	2,509	—	2,509	690	552	569	57	579
Kingsbury	10,831	—	10,831	2,843	2,342	2,419	272	2,417
Lake	12,412	5,018	7,394	3,159	2,778	2,832	269	3,592
Lawrence	19,093	11,620	7,473	5,330	4,652	4,753	372	7,455
Lincoln	13,171	2,518	10,653	3,429	2,935	3,027	226	2,447
Lyman	5,045	—	5,045	1,281	989	1,009	108	875
McCook	9,793	—	9,793	2,466	2,047	2,101	207	1,632
McPherson	8,353	—	8,353	1,871	1,334	1,365	125	1,045
Marshall	8,880	—	8,880	2,122	1,730	1,790	172	2,126
Meade	9,735	3,008	6,727	2,668	2,019	2,131	205	2,226
Mellette	4,107	—	4,107	960	496	511	66	370
Miner	6,836	—	6,836	1,781	1,500	1,523	142	1,141
Minnehaha	57,697	40,832	16,865	15,504	14,073	14,409	1,185	27,782
Moody	9,341	—	9,341	2,460	2,140	2,214	168	2,011
Pennington	23,799	13,844	9,955	6,677	5,502	5,719	591	12,147
Perkins	6,585	—	6,585	1,705	1,309	1,371	117	1,448
Potter	4,614	—	4,614	1,195	975	1,018	155	1,198
Roberts	15,887	2,513	13,374	3,815	3,156	3,221	270	3,078
Sanborn	5,754	—	5,754	1,566	1,210	1,259	124	966
Shannon	5,366	—	5,366	1,183	539	546	29	312
Spink	12,527	—	12,527	3,178	2,822	2,864	293	2,845
Stanley	1,959	—	1,959	575	458	483	36	335
Sully	2,668	—	2,668	656	529	544	40	401
Todd	5,714	—	5,714	1,244	652	675	54	416
Tripp	9,937	—	9,937	2,482	1,910	1,979	181	2,718
Turner	13,270	—	13,270	3,539	2,923	3,029	300	2,368
Union	11,675	—	11,675	3,058	2,572	2,639	221	2,352
Walworth	7,274	3,008	4,266	1,815	1,541	1,585	152	2,026
Washabaugh	1,980	—	1,980	439	222	227	17	81
Washington	1,789	—	1,789	368	185	191	8	72
Yankton	16,725	6,798	9,927	3,870	2,131	3,242	247	4,843
Ziebach	2,875	—	2,875	708	430	447	31	237
Total State	**642,961**	**158,087**	**484,874**	**165,428**	**136,049**	**139,854**	**12,781**	**$177,601**

All money figures in the retail-service column are in thousands ($000) of dollars.

TENNESSEE

Population	2,915,841
Families	714,894
Radio Homes, 1940 Census	434,733
Radio Homes, NAB Projection	446,943

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Anderson	26,504	2,761	23,743	5,977	3,610	3,659	263	$3,234
Bedford	23,151	6,537	16,614	6,199	4,046	4,196	305	4,317
Benton	11,976	—	11,976	2,999	1,207	1,254	187	1,316
Bledsoe	8,358	—	8,358	1,744	706	727	89	656
Blount	41,116	10,740	30,376	9,534	6,672	6,896	378	6,645
Bradley	28,198	11,351	17,147	6,873	4,453	4,593	398	5,270
Campbell	31,131	4,010	27,121	6,709	3,739	3,783	308	4,468
Cannon	9,880	—	9,880	2,375	910	939	152	665
Carroll	25,978	—	25,978	6,713	3,419	3,483	340	3,199
Carter	35,127	8,516	26,611	7,761	4,935	5,158	331	5,392
Cheatham	9,928	—	9,928	2,335	1,196	1,246	135	965
Chester	11,124	—	11,124	2,642	1,219	1,248	142	1,139
Claiborne	24,657	—	24,657	5,338	2,389	2,568	249	1,721
Clay	10,904	—	10,904	2,313	897	910	115	531
Cocke	24,083	3,575	20,508	5,284	2,442	2,530	250	2,352
Coffee	18,959	4,549	14,410	4,616	2,482	2,568	305	2,846
Crockett	17,330	—	17,330	4,425	2,250	2,290	228	1,845
Cumberland	15,592	—	15,592	3,451	1,440	1,492	122	1,576
Davidson	257,267	167,402	89,865	66,823	53,655	54,922	4,261	99,342
Decatur	10,261	—	10,261	2,444	1,261	1,284	151	868
De Kalb	14,588	—	14,588	3,555	1,674	1,711	187	1,243
Dickson	19,718	3,504	16,214	4,831	2,356	2,425	280	2,872
Dyer	34,920	10,034	24,866	9,016	5,580	5,685	412	7,806
Fayette	30,332	—	30,332	6,813	1,428	1,476	174	2,069
Fentress	14,262	—	14,262	2,888	1,005	1,029	124	1,256
Franklin	23,892	2,760	21,132	5,505	3,139	3,254	212	3,165
Gibson	44,835	11,595	33,240	11,854	6,731	6,831	571	6,498
Giles	29,240	5,314	23,926	7,191	3,840	3,921	429	4,237
Grainger	14,356	—	14,356	3,233	1,193	1,239	152	894
Greene	39,405	6,784	32,621	9,065	5,146	5,272	505	5,664
Grundy	11,552	—	11,552	2,574	1,372	1,390	93	821
Hamblen	18,611	8,050	10,561	4,550	2,708	2,762	201	4,096
Hamilton	180,478	131,102	49,376	45,942	34,753	35,677	2,989	64,617
Hancock	11,231	—	11,231	2,343	806	825	93	419
Hardeman	23,590	—	23,590	5,033	1,891	1,946	258	2,353
Hardin	17,806	—	17,806	4,120	1,859	2,028	182	1,422
Hawkins	28,523	—	28,523	6,405	3,326	3,389	359	2,592
Haywood	27,699	4,012	23,687	6,541	2,022	2,096	253	3,283
Henderson	19,220	2,526	16,694	4,611	2,413	2,446	197	2,020
Henry	25,877	6,395	19,482	6,893	3,630	3,676	354	4,374
Hickman	14,873	—	14,873	3,391	1,661	1,695	172	1,090
Houston	6,432	—	6,432	1,512	764	771	95	549
Humphreys	12,421	—	12,421	2,958	1,331	1,368	138	1,344
Jackson	15,082	—	15,082	3,344	1,364	1,392	174	1,038
Jefferson	18,621	2,576	16,045	4,264	2,541	2,582	163	1,825
Johnson	12,998	—	12,998	2,825	1,199	1,254	140	765
Knox	178,468	111,580	66,888	43,990	33,956	34,573	2,390	60,799
Lake	11,235	—	11,235	3,046	1,299	1,321	147	1,812
Lauderdale	24,461	2,784	21,677	5,961	2,700	2,743	312	3,842
Lawrence	28,726	3,807	24,919	6,533	3,205	3,253	327	3,931
Lewis	5,849	—	5,849	1,313	726	738	68	720
Lincoln	27,214	4,684	22,530	6,651	3,973	4,084	272	3,962
Loudon	19,838	7,390	12,448	4,571	2,947	3,011	212	2,983
McMinn	30,781	10,292	20,489	7,376	4,454	4,603	361	5,287
McNairy	20,424	—	20,424	4,846	2,112	2,155	248	1,787
Macon	14,904	—	14,904	3,691	1,745	1,784	258	1,085
Madison	54,115	24,332	29,783	14,360	8,400	8,588	628	13,230
Marion	19,140	—	19,140	4,286	2,429	2,474	244	2,522
Marshall	16,030	3,582	12,443	4,260	2,692	2,796	198	3,188
Maury	40,357	13,668	26,689	10,377	6,538	6,728	561	8,197
Meigs	6,393	—	6,393	1,395	684	702	45	214
Monroe	24,275	2,593	21,682	5,328	2,527	2,560	200	2,338
Montgomery	33,346	11,831	21,515	8,288	4,810	4,913	502	6,259
Moore	4,093	—	4,093	1,031	537	551	31	187
Morgan	15,242	—	15,242	3,085	1,597	1,614	154	1,020
Obion	30,978	7,256	23,722	8,268	5,319	5,439	424	5,804
Overton	18,883	—	18,883	4,064	1,228	1,263	186	1,226
Perry	7,535	—	7,535	1,770	954	958	105	685
Pickett	6,213	—	6,213	1,282	459	462	86	348
Polk	15,473	—	15,473	3,242	1,735	1,774	192	2,488
Putnam	26,250	4,364	21,886	6,036	2,765	2,866	373	3,385
Rhea	16,353	—	16,353	3,754	2,025	2,085	183	2,522
Roane	27,795	9,601	18,194	6,295	3,675	3,724	288	3,751
Robertson	29,046	6,668	22,378	7,182	3,925	4,049	379	4,067
Rutherford	33,604	9,495	24,109	8,381	4,849	5,090	430	6,508
Scott	15,966	—	15,966	3,349	1,474	1,492	159	1,621
Sequatchie	5,038	—	5,038	1,111	514	525	57	384
Sevier	25,291	—	25,291	5,078	2,398	2,462	183	2,325
Shelby	358,250	292,942	65,308	96,769	65,665	68,364	5,442	153,441
Smith	16,148	—	16,148	4,168	2,259	2,335	220	1,861

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Stewart	13,549	—	13,549	3,049	1,522	1,566	144	847
Sullivan	69,085	28,408	40,677	16,079	11,750	12,102	606	18,008
Sumner	32,719	4,829	27,890	8,146	4,485	4,680	335	3,724
Tipton	28,036	3,513	24,523	6,775	3,009	3,095	252	3,811
Trousdale ..	6,113	—	6,113	1,534	907	939	68	699
Unicoi	14,128	3,350	10,778	3,050	1,729	1,783	226	1,764
Union	9,030	—	9,030	2,004	778	818	119	491
Van Buren ..	4,090	—	4,090	894	379	393	32	127
Warren	19,764	4,649	15,115	4,939	2,540	2,617	262	2,901
Washington .	51,631	25,332	26,299	11,690	8,032	8,231	735	14,230
Wayne	13,638	—	13,638	3,081	1,230	1,242	140	994
Weakley	29,498	3,587	25,911	8,092	4,306	4,382	427	1,142
White	15,983	2,506	13,477	3,733	1,568	1,628	201	1,509
Williamson ..	25,220	4,120	21,100	6,080	3,374	3,487	292	3,323
Wilson	25,267	5,950	19,317	6,699	3,889	4,016	293	3,518
Total State ..	**2,915,841**	**1,027,206**	**1,888,635**	**714,894**	**434,733**	**446,943**	**37,613**	**$650,526**

TEXAS

Population 6,414,824
Families 1,678,674
Radio Homes, 1940 Census 1,090,206
Radio Homes, NAB Projection 1,220,042

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Anderson ...	37,092	12,144	24,948	9,643	4,958	5,176	579	$7,069
Andrews	1,277	—	1,227	354	264	268	39	364
Angelina	32,201	9,567	22,634	8,524	4,818	5,091	417	6,788
Aransas	3,469	348	3,121	961	553	572	77	701
Archer	7,599	—	7,599	1,967	1,405	1,459	168	1,362
Armstrong ..	2,495	—	2,495	699	576	585	54	499
Atascosa	19,275	—	19,275	4,103	1,609	1,683	316	2,385
Austin	17,384	—	17,384	4,774	2,012	2,047	324	2,906
Bailey	6,318	—	6,318	1,592	1,030	1,042	110	1,378
Bandera	4,234	—	4,234	1,212	717	720	74	586
Bastrop	21,610	3,100	18,510	5,516	2,290	2,341	300	3,040
Baylor	7,755	3,328	4,427	2,026	1,350	1,375	167	2,117
Bee	16,481	6,789	9,692	3,971	2,210	2,246	346	4,915
Bell	44,863	18,916	25,947	12,149	7,833	8,081	839	10,866
Bexar	338,176	259,554	78,622	84,698	63,406	64,431	6,454	120,258
Blanco	4,264	—	4,264	1,159	730	750	81	920
Borden	1,396	—	1,396	344	211	217	6	24
Bosque	15,761	—	15,761	4,298	2,795	2,894	308	2,439
Bowie	50,208	17,019	33,189	13,431	7,626	7,829	860	12,480
Brazoria	27,069	5,666	21,403	6,506	4,086	4,112	421	7,060
Brazos	26,977	11,842	15,135	7,198	3,871	3,978	379	8,604
Brewster	6,478	3,866	2,612	1,626	848	869	161	2,106
Briscoe	4,056	—	4,056	1,066	695	704	115	879
Brooks	6,362	—	6,362	1,345	467	469	95	1,482
Brown	25,924	13,398	12,526	7,286	5,073	5,183	624	7,852
Burleson	18,334	—	18,334	4,678	1,633	1,681	236	2,221
Burnet	10,771	—	10,771	2,881	1,788	1,811	182	1,962
Caldwell	24,893	9,455	15,438	6,014	3,110	3,190	438	6,057
Calhoun	5,911	—	5,911	1,509	780	798	114	1,122
Callahan	11,568	—	11,568	3,141	1,901	2,009	230	2,088
Cameron	83,202	44,890	38,312	19,725	9,368	9,644	1,691	19,120
Camp	10,285	2,916	7,369	2,665	1,285	1,313	190	1,421
Carson	6,624	—	6,624	1,757	1,506	1,537	142	1,853
Cass	33,496	—	33,496	8,152	3,564	3,683	394	5,120
Castro	4,631	—	4,631	1,134	840	861	73	943
Chambers ...	7,511	—	7,511	2,097	1,343	1,367	125	1,985
Cherokee	43,970	12,912	31,058	10,606	5,116	5,337	621	7,374
Childress ...	12,149	6,464	5,685	3,316	2,382	2,407	291	4,105
Clay	12,524	—	12,524	3,403	2,121	2,193	243	2,067
Cochran	3,735	—	3,735	886	543	560	89	693
Coke	4,590	—	4,590	1,235	711	728	75	644
Coleman	20,571	6,054	14,517	5,459	3,608	3,704	411	3,973
Collin	47,190	8,555	38,635	12,698	8,749	9,017	771	8,697
Collingsworth.	10,331	3,308	7,023	2,723	1,808	1,824	212	2,458
Colorado ...	17,812	—	17,812	4,716	2,078	2,128	331	4,311
Comal	12,312	6,976	5,345	3,305	2,084	2,149	282	3,877
Comanche ...	19,245	3,209	16,036	5,283	3,389	3,494	257	2,407
Concho	6,192	—	6,192	1,571	1,003	1,036	130	1,239
Cooke	24,909	9,651	15,258	6,376	4,607	4,763	405	6,161
Corvell	20,226	3,177	17,049	5,119	3,064	3,134	320	2,779
Cottle	7,079	2,677	4,402	1,900	1,245	1,258	168	2,100
Crane	2,841	—	2,841	806	624	657	79	939
Crockett	2,809	—	2,809	719	441	454	58	1,224

All money figures in the retail-service column are in thousands ($000) of dollars.

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Crosby	10,046	—	10,046	2,654	1,845	1,915	188	2,198
Culberson	1,653	—	1,653	448	234	240	57	709
Dallam	6,494	4,441	2,053	1,734	1,292	1,354	177	2,796
Dallas	398,564	319,480	79,084	113,053	93,564	96,130	7,674	205,466
Dawson	15,367	6,038	9,329	3,990	2,694	2,730	325	4,829
Deaf Smith	6,056	2,584	3,472	1,600	1,272	1,304	140	2,744
Delta	12,858	2,537	10,321	3,347	2,224	2,311	162	1,703
Denton	33,658	11,192	22,466	9,241	6,646	6,856	650	8,908
De Witt	24,935	7,418	17,517	6,492	3,185	3,265	518	6,468
Dickens	7,847	—	7,847	2,020	1,334	1,363	133	2,384
Dimmit	8,542	—	8,542	1,909	692	726	103	1,078
Donley	7,487	—	7,487	1,996	1,479	1,511	159	1,936
Duval	20,565	5,755	14,810	4,720	2,325	2,360	328	3,831
Eastland	30,345	13,270	17,075	8,374	5,423	5,693	662	7,430
Ector	15,051	9,573	5,478	4,445	3,459	3,568	361	9,570
Edwards	2,933	—	2,933	779	482	494	60	492
Ellis	44,733	15,742	31,991	12,919	8,112	8,288	971	10,024
El Paso	131,067	96,810	34,257	31,605	22,696	23,088	2,324	45,669
Erath	20,760	7,314	13,446	5,831	3,511	3,622	309	3,978
Falls	35,984	6,542	29,442	8,863	4,093	4,203	483	5,480
Fannin	41,064	6,349	34,715	11,007	7,439	7,581	612	6,209
Fayette	29,246	2,531	26,715	7,558	3,142	3,209	511	4,978
Fisher	12,932	—	12,932	3,266	2,013	2,099	194	1,837
Floyd	10,659	2,726	7,933	2,814	2,088	2,156	178	2,717
Foard	5,237	—	5,237	1,387	887	908	106	1,104
Fort Bend	32,963	3,457	29,506	7,709	3,319	3,355	540	7,474
Franklin	8,378	—	8,378	2,255	1,342	1,383	85	1,083
Freestone	21,138	3,157	17,981	5,440	2,238	2,324	327	3,108
Frio	9,207	3,164	6,043	2,138	819	840	163	1,388
Gaines	8,136	3,225	4,911	2,243	1,507	1,570	233	3,275
Galveston	81,173	66,610	14,563	22,152	18,060	18,363	1,842	35,786
Garza	5,678	—	5,678	1,522	1,085	1,122	125	1,702
Gillespie	10,670	3,544	7,126	2,817	1,614	1,624	227	2,842
Glasscock	1,193	—	1,193	323	259	263	16	98
Goliad	8,798	—	8,798	2,087	777	789	114	1,235
Gonzales	26,075	4,722	21,353	6,266	2,805	2,930	425	4,119
Gray	23,911	12,895	11,016	6,769	5,740	5,816	513	10,794
Grayson	69,499	32,737	36,762	19,497	14,505	14,851	1,409	19,103
Gregg	58,027	24,840	33,187	16,290	11,118	11,368	1,248	23,563
Grimes	21,960	6,138	15,822	5,601	2,086	2,174	257	3,224
Guadalupe	25,596	7,006	18,590	6,242	3,038	3,127	448	4,394
Hale	18,813	8,263	10,550	5,056	3,879	3,982	449	7,805
Hall	12,117	3,869	8,248	3,209	2,025	2,049	263	3,310
Hamilton	13,303	2,716	10,587	3,705	2,326	2,372	296	2,851
Hansford	2,783	—	2,783	737	583	591	75	1,280
Hardeman	11,073	3,767	7,306	3,008	2,092	2,165	266	3,043
Hardin	15,875	2,525	13,350	4,228	2,295	2,397	255	3,157
Harris	528,961	410,885	118,077	146,439	116,300	120,628	9,268	239,223
Harrison	50,900	18,410	32,490	12,726	5,556	5,754	594	9,747
Hartley	1,873	241	1,632	478	387	394	25	203
Haskell	14,905	3,051	11,854	3,960	2,600	2,659	276	2,848
Hays	15,349	6,006	9,343	3,728	1,990	2,057	280	3,176
Hemphill	4,170	—	4,170	1,137	820	825	98	1,532
Henderson	31,822	4,765	27,057	8,071	4,208	4,296	385	4,894
Hidalgo	106,059	50,580	55,479	23,784	10,231	10,554	1,586	20,508
Hill	38,355	7,799	30,556	10,317	6,347	6,489	680	6,614
Hockley	12,693	3,091	9,602	3,179	2,236	2,308	211	2,861
Hood	6,674	—	6,674	1,803	994	1,020	142	932
Hopkins	30,274	6,742	23,532	8,004	5,010	5,087	547	5,781
Houston	31,137	4,536	26,601	7,734	2,740	2,905	331	3,915
Howard	20,990	12,604	8,386	5,439	4,143	4,280	533	10,534
Hudspeth	3,149	—	3,149	815	352	355	73	487
Hunt	48,793	18,694	30,099	13,317	9,587	9,862	971	12,013
Hutchinson	19,069	10,018	9,051	5,289	4,527	4,655	307	7,165
Irion	1,963	—	1,963	562	354	355	43	312
Jack	10,206	—	10,206	2,758	1,652	1,664	227	1,963
Jackson	11,720	2,724	8,996	2,846	1,557	1,571	191	2,185
Jasper	17,491	3,497	13,994	4,351	1,903	2,021	239	3,184
Jeff Davis	2,375	—	2,375	580	275	279	43	307
Jefferson	145,329	105,201	40,128	39,173	30,298	31,338	2,533	57,967
Jim Hogg	5,449	—	5,449	1,217	564	583	131	1,525
Jim Wells	20,239	7,792	12,447	4,735	2,340	2,383	377	5,999
Johnson	30,384	10,558	19,846	8,624	5,988	6,082	620	6,900
Jones	23,378	4,810	18,568	6,182	4,078	4,271	435	6,183
Karnes	19,248	2,891	16,357	4,238	1,722	1,788	301	3,398
Kaufman	38,308	13,135	25,173	9,200	5,306	5,416	673	6,825
Kendall	5,080	—	5,080	1,507	862	868	137	1,389
Kenedy	700	—	700	134	31	33	3	18
Kent	3,413	—	3,413	874	479	505	58	486
Kerr	11,650	5,572	6,078	3,136	2,225	2,252	244	4,819
Kimble	5,064	—	5,064	1,368	871	893	98	1,368
King	1,066	—	1,066	267	209	214	17	201
Kinney	4,533	2,653	1,880	897	426	430	74	714
Kleberg	13,344	7,782	5,562	3,228	1,950	1,999	257	3,758
Knox	10,090	—	10,090	2,560	1,582	1,635	227	2,235

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Lamar	50,425	18,678	31,747	13,049	7,816	8,027	657	9,654
Lamb	17,606	3,817	13,789	4,567	3,141	3,206	369	4,887
Lampasas	9,167	3,426	5,741	2,673	1,770	1,812	199	2,404
La Salle	8,003	3,633	4,370	1,899	554	570	157	1,178
Lavaca	25,485	2,789	22,696	6,612	2,799	2,862	363	3,579
Lee	12,751	—	12,751	3,048	1,180	1,205	202	1,643
Leon	17,733	—	17,733	4,457	1,542	1,602	316	2,316
Liberty	24,541	3,087	21,454	6,406	3,267	3,365	448	6,362
Limestone	33,781	6,410	27,371	8,863	4,491	4,622	593	5,039
Lipscomb	3,764	—	3,764	1,002	794	805	114	1,074
Live Oak	9,799	—	9,799	2,258	1,128	1,169	148	1,532
Llano	5,996	2,658	3,338	1,695	1,144	1,152	133	1,541
Loving	285	—	285	86	68	72	9	**38
Lubbock	51,782	35,440	16,342	13,821	11,007	11,345	1,076	25,008
Lynn	11,931	—	11,931	3,086	2,183	2,221	176	3,255
McCulloch	13,208	5,002	8,206	3,500	2,334	2,380	321	3,950
McLennan	101,898	58,838	43,060	27,332	18,734	19,443	1,827	31,610
McMullen	1,374	—	1,374	364	198	198	26	114
Madison	12,029	—	12,029	3,052	944	991	174	2,485
Marion	11,457	2,797	8,660	2,842	950	982	206	1,755
Martin	5,556	—	5,556	1,369	827	863	84	1,134
Mason	5,378	—	5,378	1,513	1,033	1,050	118	1,474
Matagorda	20,066	6,594	13,472	5,304	2,575	2,665	389	5,711
Maverick	10,071	6,459	3,612	2,172	872	903	167	2,136
Medina	16,106	—	16,106	3,871	1,949	1,995	210	2,285
Menard	4,521	—	4,521	1,225	816	821	109	1,402
Midland	11,721	9,352	2,369	3,323	2,430	2,467	233	6,272
Milam	33,120	5,040	28,080	8,272	3,873	4,024	467	4,739
Mills	7,951	—	7,951	2,150	1,319	1,333	151	1,414
Mitchell	12,477	5,213	7,264	3,332	2,175	2,226	269	3,223
Montague	20,442	6,075	14,367	5,433	3,424	3,528	395	4,018
Montgomery	23,055	4,624	18,431	6,011	2,899	3,006	360	4,763
Moore	4,461	—	4,461	1,204	1,048	1,083	102	1,467
Morris	9,819	—	9,819	2,423	972	1,011	138	1,287
Motley	4,994	—	4,994	1,325	856	863	104	1,206
Nacogdoches	35,392	7,538	27,854	8,832	4,207	4,419	491	6,937
Navarro	51,308	15,232	36,076	13,505	7,789	7,924	852	10,046
Newton	13,700	—	13,700	3,254	1,156	1,177	161	1,276
Nolan	17,309	10,367	6,942	4,644	3,218	3,487	331	6,270
Nueces	92,661	64,081	28,580	23,992	15,366	15,753	2,029	40,771
Ochiltree	4,213	—	4,213	1,136	966	974	108	2,065
Oldham	1,385	—	1,385	353	307	318	46	434
Orange	17,382	7,472	9,910	4,598	2,838	3,022	282	3,713
Palo Pinto	18,456	6,303	12,153	5,120	3,327	3,814	454	4,449
Panola	22,513	—	22,513	5,359	2,051	2,078	229	2,231
Parker	20,482	5,924	14,558	5,613	3,455	3,510	381	3,763
Parmer	5,890	—	5,890	1,504	1,141	1,175	123	1,506
Pecos	8,185	3,294	4,891	2,029	1,239	1,332	201	2,911
Polk	20,635	—	20,635	5,165	2,374	2,432	232	3,756
Potter	54,265	50,023	4,242	15,062	13,388	13,773	1,188	28,888
Presidio	10,925	3,805	7,120	2,186	792	816	181	2,219
Rains	7,334	—	7,334	1,800	953	970	83	427
Randall	7,185	4,285	2,900	2,011	1,702	1,763	118	1,578
Reagan	1,997	—	1,997	568	477	496	55	615
Real	2,420	—	2,420	660	332	335	48	307
Red River	29,769	4,095	25,674	7,491	3,711	3,778	440	4,079
Reeves	8,006	4,855	3,151	2,050	1,203	1,232	246	3,908
Refugio	10,383	4,077	6,306	2,627	1,628	1,674	235	3,309
Roberts	1,289	—	1,289	360	293	300	28	457
Robertson	25,710	3,511	22,199	6,291	2,496	2,578	390	3,607
Rockwall	7,051	—	7,051	1,953	1,148	1,177	143	1,102
Runnels	18,903	4,472	14,431	4,922	3,337	3,483	403	4,918
Rusk	51,023	6,500	44,523	12,972	7,200	7,406	752	11,398
Sabine	10,896	—	10,896	2,736	1,032	1,080	137	1,277
San Augustine	12,471	—	12,471	2,926	867	939	146	1,650
San Jacinto	9,056	—	9,056	2,296	459	483	97	616
San Patricio	28,871	10,203	18,668	7,131	4,028	4,192	517	8,204
San Saba	11,012	2,927	8,085	2,882	1,768	1,813	181	1,979
Schleicher	3,083	—	3,083	845	518	523	59	589
Scurry	11,545	3,815	7,730	3,093	2,051	2,109	249	2,862
Shackelford	6,211	—	6,211	1,705	1,256	1,312	135	1,467
Shelby	29,235	3,010	26,225	7,395	3,131	3,253	404	4,357
Sherman	2,026	—	2,026	540	435	441	40	637
Smith	69,090	28,279	40,811	18,093	11,230	11,613	1,297	21,281
Somervell	3,071	—	3,071	836	432	436	66	418
Starr	13,312	—	13,312	2,555	630	658	274	1,236
Stephens	12,356	5,826	6,530	3,568	2,439	2,591	281	3,926
Sterling	1,404	—	1,404	399	264	295	39	545
Stonewall	5,589	—	5,589	1,371	807	821	85	634
Sutton	3,977	2,528	1,449	1,022	572	573	104	1,450
Swisher	6,528	—	6,528	1,768	1,399	1,446	166	1,929
Tarrant	225,521	181,902	43,619	64,517	52,082	53,708	4,573	107,841
Taylor	44,147	26,612	17,535	11,780	9,023	9,444	1,048	17,205

All money figures in the retail-service column are in thousands ($000) of dollars.

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Terrell	2,952	—	2,952	753	392	395	81	907
Terry	11,160	4,009	7,151	2,863	1,951	2,004	197	3,338
Throckmorton	4,275	—	4,275	1,134	737	756	100	704
Titus	19,228	4,528	14,700	5,085	2,748	2,819	329	3,974
Tom Green	39,302	25,802	13,500	10,499	7,770	7,936	960	17,235
Travis	111,053	87,930	12,123	28,076	20,170	20,627	1,797	43,976
Trinity	13,705	—	13,705	3,358	1,387	1,468	190	2,261
Tyler	11,948	—	11,948	2,942	1,381	1,412	182	1,844
Upshur	26,178	3,155	23,023	6,482	3,344	3,427	340	3,538
Upton	4,297	2,595	1,702	1,264	1,013	1,028	145	2,349
Uvalde	13,246	6,679	6,567	3,368	1,786	1,819	283	3,764
Val Verde	15,453	13,343	2,110	3,664	1,874	1,931	337	4,218
Van Zandt	31,155	—	31,155	7,997	4,892	5,072	456	4,641
Victoria	23,741	11,566	12,175	6,190	3,756	3,847	451	9,064
Walker	19,868	5,108	14,760	4,563	1,951	2,039	256	3,721
Waller	10,280	—	10,280	2,739	976	999	184	2,003
Ward	9,575	3,944	5,631	2,612	1,801	1,842	262	*4,001
Washington	25,387	6,435	18,952	6,628	2,318	2,367	437	4,623
Webb	45,916	39,274	6,642	10,025	4,349	4,465	710	10,751
Wharton	36,158	8,292	27,866	9,295	4,687	4,790	576	8,904
Wheeler	12,411	3,123	9,288	3,235	2,246	2,276	297	3,577
Wichita	73,604	53,514	20,090	19,949	15,845	16,407	1,646	31,850
Wilbarger	20,474	9,277	11,197	5,479	4,012	4,146	405	6,695
Willacy	13,230	4,050	9,180	3,105	1,322	1,369	271	2,370
Williamson	41,698	11,557	30,141	10,965	6,380	6,558	801	9,169
Wilson	17,066	—	17,066	3,872	1,477	1,512	258	2,191
Winkler	6,141	2,584	3,557	1,764	1,348	1,370	206	3,194
Wise	19,074	2,578	16,496	5,140	3,043	3,220	354	2,914
Wood	24,360	3,223	21,137	6,275	3,579	3,651	439	4,035
Yoakum	5,354	—	5,354	1,494	987	1,017	153	918
Young	19,004	8,672	10,332	5,179	3,685	3,753	481	6,730
Zapata	3,916	—	3,916	861	170	171	69	119
Zavala	11,603	6,529	5,074	2,440	721	760	165	1,337
Total State	**6,414,824**	**2,911,389**	**3,503,435**	**1,678,396**	**1,090,206**	**1,122,042**	**116,824**	**$1,940,914**

(*) Includes Service Establishments Receipts of Loving County.
(**) Retail sales only.

UTAH

Population	**550,310**
Families	**139,487**
Radio Homes, 1940 Census	**126,418**
Radio Homes, NAB Projection	**128,923**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Beaver	5,014	—	5,014	1,245	1,050	1,073	94	$1,099
Box Elder	18,832	5,641	13,191	4,516	4,134	4,215	327	4,499
Cache	29,797	11,868	17,929	7,470	6,981	7,116	455	8,692
Carbon	18,459	8,057	10,402	4,608	3,836	3,888	274	6,466
Daggett	564	—	564	131	76	80	7	64
Davis	15,784	3,357	12,427	3,776	3,503	3,562	179	2,796
Duchesne	8,958	—	8,958	1,961	1,467	1,500	110	1,304
Emery	7,072	—	7,072	1,615	1,341	1,359	90	674
Garfield	5,253	—	5,253	1,092	835	850	80	541
Grand	2,070	—	2,070	515	347	353	35	455
Iron	8,351	4,695	3,636	2,049	1,794	1,814	145	3,727
Juab	7,392	2,835	4,557	1,943	1,736	1,762	124	1,636
Kane	2,561	—	2,561	563	442	457	53	505
Millard	9,613	—	9,613	2,180	1,890	1,954	170	2,133
Morgan	2,611	—	2,611	634	576	598	43	488
Piute	2,203	—	2,203	545	436	453	37	364
Rich	2,028	—	2,028	497	468	475	24	166
Salt Lake	211,623	167,084	44,539	56,621	52,972	53,955	3,347	94,342
San Juan	4,712	—	4,712	997	405	420	40	430
Sanpete	16,063	—	16,063	4,011	3,620	3,685	360	2,655
Sevier	12,112	3,584	8,528	2,962	2,571	2,661	263	3,195
Summit	8,714	3,739	4,975	2,197	2,020	2,073	172	1,638
Tooele	9,133	5,001	4,132	2,359	2,120	2,155	157	2,198
Uintah	9,898	—	9,898	2,224	1,677	1,700	108	1,674
Utah	57,382	39,605	17,777	13,708	12,696	12,975	823	15,174
Wasatch	5,754	2,748	3,006	1,407	1,265	1,297	95	1,360
Washington	9,269	3,591	5,678	2,064	1,677	1,711	175	1,842
Wayne	2,394	—	2,394	494	391	403	34	132
Weber	56,714	43,688	13,026	15,103	14,092	14,379	938	21,895
Total State	**550,310**	**305,493**	**244,817**	**139,487**	**126,418**	**128,923**	**8,759**	**$182,147**

VERMONT

Population	359,231
Families	92,435
Radio Homes, 1940 Census	80,253
Radio Homes, NAB Projection	81,905

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Addison	17,944	—	17,944	4,532	3,705	3,783	322	$4,979
Bennington	22,286	7,628	14,658	6,138	5,459	5,584	514	7,983
Caledonia	24,320	7,437	16,883	6,566	5,634	5,784	523	9,296
Chittenden	52,098	33,722	18,376	12,684	11,521	11,748	920	22,419
Essex	6,490	—	6,490	1,678	1,376	1,390	148	1,182
Franklin	29,601	8,037	21,564	7,370	6,472	6,566	533	8,677
Grand Isle	3,802	—	3,802	931	767	790	65	734
Lamoille	11,028	—	11,028	2,852	2,381	2,411	218	3,174
Orange	17,048	—	17,048	4,470	3,544	3,607	312	4,182
Orleans	21,718	4,902	16,816	5,460	4,626	4,764	484	7,147
Rutland	45,638	17,082	28,556	11,789	10,285	10,528	973	18,258
Washington	41,546	21,989	19,557	10,589	9,293	9,482	851	16,280
Windham	27,850	13,858	13,992	7,365	6,455	6,544	573	11,613
Windsor	37,862	8,584	29,278	10,011	8,735	8,924	772	13,427
Total State	**359,231**	**123,239**	**235,992**	**92,435**	**80,253**	**81,905**	**7,208**	**$129,351**

VIRGINIA

Population	2,677,773
Families	627,532
Radio Homes, 1940 Census	409,978
Radio Homes, NAB Projection	420,978

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Accomac	33,030	—	33,030	8,960	5,013	5,184	550	$4,246
Albemarle	44,052	19,400	24,652	10,782	6,757	6,998	674	16,070
Charlottesville	Independent city—included in county above							
Alleghany	29,149	12,761	16,388	6,707	5,119	5,192	458	8,314
Clifton Forge	Independent city—included in county above							
Amelia	8,495	—	8,495	1,939	635	658	116	751
Amherst	20,273	—	20,273	4,129	2,112	2,154	235	1,673
Appomattox	9,020	—	9,020	2,022	931	962	128	1,470
Arlington	90,563	90,563	—	24,688	22,990	23,451	867	32,226
Alexandria	Independent city—included in county above							
Augusta	56,109	20,710	35,399	12,824	9,130	9,550	797	14,790
Staunton	Independent city—included in county above							
Bath	7,191	—	7,191	1,543	950	1,007	102	1,021
Bedford	29,687	3,973	25,714	6,830	3,462	3,515	405	3,579
Bland	6,731	—	6,731	1,424	841	848	78	355
Botetourt	16,447	—	16,447	3,697	2,308	2,346	234	1,609
Brunswick	19,575	—	19,575	4,082	1,608	1,643	214	2,328
Buchanan	31,477	—	31,477	6,013	3,112	3,157	453	3,654
Buckingham	13,398	—	13,398	2,857	995	1,018	149	944
Campbell	70,589	47,460	23,129	17,087	11,990	12,261	1,227	26,319
Lynchburg	Independent city—included in county above							
Caroline	13,945	—	13,945	3,030	1,308	1,337	185	1,412
Carroll	25,904	1,390	24,514	5,734	2,814	2,887	271	1,841
Charles City	4,275	—	4,275	881	312	318	47	188
Charlotte	15,861	—	15,861	3,352	1,161	1,193	223	1,207
Chesterfield	31,183	3,194	27,989	7,599	5,716	5,870	324	3,015
Clarke	7,159	—	7,159	1,750	1,099	1,187	117	1,506
Craig	3,769	—	3,769	908	577	579	58	393
Culpepper	13,365	—	13,365	3,123	1,788	1,814	179	3,258
Cumberland	7,505	—	7,505	1,631	547	570	75	503
Dickenson	21,266	—	21,266	4,155	2,282	2,308	244	2,181
Dinwiddie	48,797	30,631	18,166	11,265	6,821	7,048	794	15,869
Petersburg	Independent city—included in county above							
Elizabeth City	38,181	9,401	28,780	7,508	5,799	6,121	412	7,620
Hampton	Independent city—included in county above							
Essex	7,006	—	7,006	1,646	667	705	141	1,189
Fairfax	40,929	2,576	38,353	8,747	6,938	7,105	344	4,840
Fauquier	21,039	—	21,039	4,906	2,763	2,827	310	4,628
Floyd	11,967	—	11,967	2,823	1,312	1,324	213	1,086
Fluvanna	7,088	—	7,088	1,657	729	746	98	676
Franklin	25,864	—	25,864	5,537	2,588	2,643	291	2,242
Frederick	26,103	12,095	14,008	6,731	5,217	5,337	533	9,956
Winchester	Independent city—included in county above							
Giles	14,635	—	14,635	3,114	2,048	2,084	193	2,089
Gloucester	9,548	—	9,548	2,473	1,221	1,287	151	1,552
Goochland	8,454	—	8,454	1,708	695	707	102	493
Grayson	21,916	1,805	20,111	4,958	2,777	2,829	297	3,656
Greene	5,218	—	5,218	1,116	324	327	65	269
Greensville	14,866	2,735	12,131	3,128	1,263	1,291	198	2,501
Halifax	41,271	5,252	36,019	8,732	3,494	3,617	460	5,329
Hanover	18,500	—	18,500	4,168	2,045	2,093	221	2,566

All money figures in the retail-service column are in thousands ($000) of dollars.

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Henrico	235,002	193,042	41,960	61,611	52,105	53,209	4,175	122,057
Richmond ...	Independent city—included in county above							
Henry	36,561	10,080	26,481	7,912	4,832	5,057	496	7,928
Martinsville .	Independent city—included in county above							
Highland	4,875	—	4,875	1,085	686	705	68	321
Isle of Wight.	13,381	—	13,381	3,121	1,234	1,271	217	2,084
James City ..	8,849	3,942	4,907	1,739	1,145	1,167	146	2,943
Williamsburg.	Independent city—included in county above							
King and Queen	6,954	—	6,954	1,568	588	605	96	376
King George.	5,431	—	5,431	1,259	553	563	70	465
King William.	7,855	—	7,855	1,902	908	927	144	*1,587
Lancaster ...	8,786	—	8,786	2,182	1,079	1,115	173	1,527
Lee	39,296	—	39,296	8,227	4,056	4,134	332	3,569
Loudoun ...	20,291	—	20,291	4,840	3,204	3,306	305	4,422
Louisa	13,665	—	13,665	3,237	1,395	1,425	180	1,614
Lunenburg ..	13,844	—	13,844	3,152	1,316	1,354	157	1,797
Madison	8,465	—	8,465	1,870	846	862	114	662
Mathews	7,149	—	7,149	1,918	1,017	1,041	111	1,029
Mecklenburg .	31,933	—	31,933	6,963	2,600	2,676	473	4,919
Middlesex ...	6,673	—	6,673	1,747	683	724	119	939
Montgomery .	28,196	6,990	21,206	6,703	4,686	4,763	356	5,886
Radford	Independent city—included in county above							
Nansemond ..	34,114	11,343	22,771	8,121	4,378	4,560	551	8,673
Suffolk	Independent city—included in county above							
Nelson	16,241	—	16,241	3,435	1,601	1,634	248	1,476
New Kent ...	4,092	—	4,092	945	368	376	61	**659
Norfolk	238,943	203,115	35,828	61,578	48,186	49,924	4,077	92,214
South Norfolk	Independent city—included in county above							
Norfolk	Independent city—included in county above							
Portsmouth .	Independent city—included in county above							
Northampton .	17,597	—	17,597	4,371	2,401	2,468	330	3,835
Northumberland ...	10,463	—	10,463	2,455	1,292	1,342	163	1,292
Nottoway ...	15,556	2,699	12,857	3,464	1,737	1,812	248	3,303
Orange	12,649	—	12,649	2,964	1,647	1,681	209	3,181
Page	14,863	—	14,863	3,513	2,083	2,138	238	2,093
Patrick	16,613	—	16,613	3,523	1,337	1,367	191	1,106
Pittsylvania .	94,446	32,749	61,697	21,103	12,707	12,932	1,008	21,658
Danville	Independent city—included in county above							
Powhatan ...	5,671	—	5,671	1,160	488	499	80	545
Prince Edward	14,922	3,475	11,447	3,427	1,524	1,556	210	3,325
Prince George	20,905	8,679	12,226	4,836	3,370	3,452	289	3,535
Hopewell ...	Independent city—included in county above							
Princess Anne	19,948	2,600	17,384	4,754	2,974	3,098	325	3,736
Prince William	17,738	—	17,738	3,158	1,939	2,007	253	3,208
Pulaski	22,767	8,792	13,975	5,072	3,410	3,510	290	4,322
Rappahannock	7,208	—	7,208	1,566	614	630	90	552
Richmond ...	6,634	—	6,634	1,512	710	734	135	997
Roanoke	112,184	78,479	33,705	27,949	23,422	23,878	1,713	44,335
Roanoke	Independent city—included in county above							
Rockbridge ..	26,719	8,249	18,470	6,243	4,193	4,334	385	5,246
Buena Vista .	Independent city—included in county above							
Rockingham .	40,057	8,768	31,289	9,658	6,528	6,721	600	12,965
Harrisonburg.	Independent city—included in county above							
Russell	26,627	—	26,627	5,430	3,023	3,082	300	2,175
Scott	26,989	—	26,989	5,793	2,716	2,769	369	2,016
Shenandoah .	20,898	—	20,898	5,275	3,677	3,766	436	3,571
Smyth	28,861	7,322	21,539	5,728	3,342	3,441	413	4,098
Southampton .	26,442	3,466	22,976	5,548	2,240	2,319	323	3,887
Spotsylvania .	19,971	10,066	9,905	4,910	3,632	3,788	418	9,145
Fredericksburg	Independent city—included in county above							
Stafford	9,548	—	9,548	2,119	1,350	1,392	110	528
Surry	6,193	—	6,193	1,495	674	686	95	626
Sussex	12,485	—	12,485	2,727	935	989	172	1,622
Tazewell	41,607	6,544	35,063	8,814	6,292	6,389	488	7,839
Warren	11,352	3,831	7,521	2,651	1,828	1,884	230	3,188
Warwick ...	46,315	37,067	9,248	12,057	9,161	9,471	903	21,672
Newport News	Independent city—included in county above							
Washington .	47,965	13,431	34,534	10,774	6,833	6,947	641	9,475
Bristol	Independent city—included in county above							
Westmoreland.	9,512	—	9,512	2,291	885	928	191	1,304
Wise	52,458	11,347	41,111	11,071	6,770	6,932	595	8,465
Wythe	22,721	4,653	18,068	4,944	3,322	3,376	281	4,131
York	8,857	—	8,857	2,108	1,188	1,264	106	865
Total State ..	**2,677,773**	**944,675**	**1,733,098**	**627,532**	**409,978**	**421,078**	**38,793**	**$672,402**

(*) Includes Service Establishment Receipts of New Kent County. (**) Retail sales only.

WASHINGTON

Population 1,736,191
Families 537,337
Radio Homes, 1940 Census 472,553
Radio Homes, NAB Projection 486,684

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Adams	6,209	—	6,209	1,686	1,507	1,548	148	$2,388
Asotin	8,365	3,115	5,249	2,447	2,174	2,239	99	1,235
Benton	12,053	—	12,053	3,329	2,748	2,840	200	2,869
Chelan	34,412	11,620	22,792	10,303	9,027	9,230	719	16,959
Clallam	21,848	9,409	12,439	6,488	5,406	5,569	410	7,529
Clark	49,852	23,221	26,631	14,617	13,235	13,490	851	15,270
Columbia ...	5,549	3,026	2,523	1,623	1,427	1,453	141	1,654
Cowlitz	40,155	19,134	21,021	11,678	10,329	10,564	715	14,753
Douglas	8,651	—	8,651	2,539	2,202	2,268	121	1,450
Ferry	4,701	—	4,701	1,397	990	1,014	86	783
Franklin	6,307	3,913	2,394	1,845	1,548	1,584	149	2,663
Garfield	3,383	—	3,383	985	880	896	76	1,377
Grant	14,668	3,659	11,009	4,719	3,916	3,988	399	5,700
Grays Harbor	53,166	29,681	23,485	16,572	13,918	14,372	1,148	21,357
Island	6,098	—	6,098	2,018	1,652	1,737	128	1,103
Jefferson ...	8,918	4,683	4,235	2,556	2,092	2,165	185	2,304
King	504,980	382,214	122,766	169,125	150,794	156,460	12,440	264,082
Kitsap	44,387	15,134	29,253	13,992	12,731	13,048	794	15,761
Kittitas	20,230	5,944	14,286	5,814	4,964	5,075	415	7,623
Kickitat	11,357	—	11,357	3,370	2,618	2,677	214	3,154
Lewis	41,393	12,271	29,122	12,260	10,278	10,635	820	13,090
Lincoln	11,361	—	11,361	3,278	2,929	2,975	290	4,621
Mason	11,603	3,707	7,896	3,616	2,967	3,028	244	3,584
Okanogan ...	24,546	2,918	21,618	6,893	5,368	5,509	434	7,046
Pacific	15,928	4,045	11,883	4,905	4,101	4,176	367	4,875
Pend Oreile..	7,156	—	7,156	2,091	1,572	1,615	164	1,800
Pierce	181,081	117,297	64,784	54,711	49,690	50,924	2,752	72,536
San Juan ...	3,157	—	3,157	1,035	855	875	64	650
Skagit	37,650	13,107	24,543	11,098	9,659	9,980	885	12,543
Skamania ...	4,633	—	4,633	1,409	1,134	1,164	104	790
Snohomish ..	88,754	33,018	55,736	27,426	24,388	24,947	1,741	30,381
Spokane	164,652	122,001	42,651	49,863	44,715	45,791	3,389	76,774
Stevens	19,275	—	19,275	5,537	4,240	4,318	281	3,775
Thurston ...	37,285	13,254	24,031	11,584	10,324	10,569	752	14,990
Wahkiakum .	4,286	—	4,286	1,215	1,012	1,055	59	746
Walla Walla.	30,547	18,109	12,438	8,449	7,319	7,647	637	14,146
Whatcom ...	60,355	29,314	31,041	18,481	16,660	17,062	1,189	21,969
Whitman ...	27,221	7,270	19,951	7,888	7,138	7,310	668	10,858
Yakima	99,019	30,904	68,115	28,495	24,046	24,887	1,660	37,112
Total State ..	**1,736,191**	**921,969**	**814,222**	**537,337**	**472,553**	**486,684**	**36,938**	**$722,300**

W. VIRGINIA

Population 1,901,974
Families 444,815
Radio Homes, 1940 Census 326,347
Radio Homes, NAB Projection 334,239

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Barbour	19,869	—	19,869	4,866	3,044	3,111	252	$2,275
Berkeley	29,016	15,063	13,953	7,526	6,072	6,199	547	7,099
Boone	28,556	—	28,556	6,035	3,930	4,086	262	4,540
Braxton	21,658	—	21,658	4,672	2,256	2,293	238	1,961
Brooke	25,513	13,437	12,076	6,208	5,367	5,449	348	4,499
Cabell	97,459	75,566	21,893	25,104	20,179	20,785	1,502	34,752
Calhoun	12,455	—	12,455	2,604	1,429	1,446	145	1,037
Clay	15,206	—	15,206	3,042	1,467	1,507	129	1,383
Doddridge ...	10,923	—	10,923	2,611	1,587	1,621	106	1,092
Fayette	80,628	5,558	75,070	17,874	13,556	13,841	764	17,972
Gilmer	12,046	—	12,046	2,708	1,447	1,472	144	1,001
Grant	8,805	—	8,805	2,018	1,225	1,252	143	1,171
Greenbrier ..	38,520	—	38,520	8,682	5,944	6,018	509	6,818
Hampshire ..	12,974	—	12,974	3,015	1,850	1,952	191	1,570
Hancock	31,572	7,594	23,978	7,556	6,827	6,947	448	6,921
Hardy	10,813	—	10,813	2,306	1,320	1,339	163	1,165
Harrison	82,911	35,967	46,944	20,628	16,217	16,666	1,170	21,644
Jackson	16,598	—	16,598	3,932	2,502	2,563	223	1,848
Jefferson	16,762	2,926	13,836	4,104	3,006	3,086	266	2,773
Kanawha ...	195,619	90,002	105,617	46,852	37,521	38,591	2,447	64,394
Lewis	22,271	8,268	14,003	5,097	3,664	3,756	289	3,912

All money figures in the retail-service column are in thousands ($000) of dollars.

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Lincoln	22,886	—	22,886	4,671	1,983	2,028	190	1,596
Logan	67,768	5,166	62,602	14,127	9,886	10,169	656	15,504
McDowell	94,354	9,206	85,148	20,022	14,838	15,062	790	22,056
Marion	68,683	26,250	42,433	17,182	13,990	14,334	886	16,489
Marshall	40,189	21,502	18,687	9,486	7,524	7,628	575	6,007
Mason	22,270	3,538	18,732	5,241	2,993	3,076	254	2,095
Mercer	68,289	28,067	40,222	15,575	12,231	12,458	829	17,032
Mineral	22,215	8,854	13,361	5,469	4,269	4,346	333	4,043
Mingo	40,802	8,366	32,436	8,702	5,342	5,439	434	8,380
Monongalia	51,252	16,655	34,597	13,138	10,328	10,502	789	14,034
Monroe	13,577	—	13,577	2,926	1,934	1,958	170	1,184
Morgan	8,743	—	8,743	2,151	1,554	1,630	175	1,084
Nicholas	24,070	5,051	19,019	5,072	2,884	2,949	199	2,361
Ohio	73,115	61,099	12,016	19,437	17,288	17,881	1,513	35,118
Pendleton	10,884	—	10,884	2,169	1,315	1,351	122	1,042
Pleasants	6,692	—	6,692	1,666	1,317	1,357	107	1,282
Pocahontas	13,906	—	13,906	3,067	1,828	1,855	209	1,867
Preston	30,416	—	30,416	7,137	4,685	4,774	409	3,521
Putnam	19,511	982	18,529	4,392	2,660	2,735	193	2,183
Raleigh	86,687	12,852	73,835	18,907	14,512	14,873	914	20,840
Randolph	30,259	8,133	22,126	6,865	4,875	5,026	368	6,212
Ritchie	15,389	—	15,389	3,885	2,477	2,534	214	1,926
Roane	20,787	—	20,787	4,430	2,471	2,519	211	2,358
Summers	20,409	5,815	14,594	4,672	2,886	2,983	244	2,915
Taylor	19,919	7,431	12,488	4,877	3,569	3,647	299	3,439
Tucker	13,173	—	13,173	3,022	2,079	2,132	186	1,784
Tyler	12,559	2,702	9,857	3,260	2,247	2,296	162	1,987
Upshur	18,360	4,450	13,910	4,585	2,815	2,969	237	2,631
Wayne	35,566	7,172	28,394	7,735	4,509	4,629	297	2,246
Webster	18,080	—	18,080	3,783	2,223	2,260	124	2,024
Wetzel	22,342	3,491	18,851	5,371	3,515	3,577	383	3,541
Wirt	6,475	—	6,475	1,565	803	827	84	487
Wood	62,399	30,103	32,296	16,598	13,946	14,234	1,021	18,620
Wyoming	29,744	3,026	26,748	6,190	4,161	4,221	247	5,121
Total State	**1,901,974**	**534,292**	**1,367,682**	**444,815**	**326,347**	**334,239**	**24,120**	**$423,651**

WISCONSIN

Population **3,137,587**
Families **827,207**
Radio Homes, 1940 Census **743,078**
Radio Homes, NAB Projection **758,449**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Adams	8,449	—	8,449	2,283	1,695	1,722	135	$1,133
Ashland	21,801	11,101	10,700	5,528	4,635	4,762	404	7,215
Barron	34,289	5,719	28,570	8,822	7,475	7,627	661	9,839
Bayfield	15,827	—	15,827	4,226	3,323	3,370	265	2,920
Brown	83,109	52,608	30,501	20,506	18,897	19,223	1,685	37,174
Buffalo	16,090	—	16,090	4,124	3,402	3,452	273	3,212
Burnett	11,382	—	11,382	3,078	2,450	2,513	167	1,883
Calumet	17,618	—	17,618	4,382	3,914	3,990	404	4,445
Chippewa	40,703	10,368	30,335	9,595	8,025	8,206	722	11,347
Clark	33,972	2,562	31,410	8,600	6,794	6,942	631	7,562
Columbia	32,517	9,776	22,741	8,923	7,846	8,051	747	11,221
Crawford	18,328	4,622	13,706	4,556	3,714	3,794	325	3,582
Dane	130,660	72,190	58,470	35,372	33,071	33,787	2,582	62,699
Dodge	54,280	20,752	33,528	13,918	12,624	12,886	1,094	14,009
Door	19,095	5,439	13,656	4,963	4,228	4,349	433	5,913
Douglas	47,119	35,136	11,983	12,862	11,366	11,595	873	17,590
Dunn	27,375	6,582	20,793	7,036	5,923	6,086	424	6,370
Eau Claire	46,999	30,745	16,254	12,578	11,012	11,342	735	18,771
Florence	4,177	—	4,177	1,088	866	878	79	664
Fond du Lac	62,353	33,685	28,668	16,362	14,918	15,265	1,310	23,144
Forest	11,805	—	11,805	2,700	2,096	2,139	189	2,279
Grant	40,639	7,725	32,914	10,847	9,178	9,337	806	11,671
Green	23,146	6,128	16,964	6,477	5,778	5,870	514	8,869
Green Lake	14,092	4,215	9,877	3,998	3,470	3,503	360	4,742
Iowa	20,595	—	20,595	5,438	4,561	4,642	402	4,219
Iron	10,049	3,375	6,674	2,584	2,158	2,234	279	2,469
Jackson	16,599	2,539	14,060	4,288	3,333	3,430	300	3,854
Jefferson	38,868	17,759	21,109	10,803	9,844	10,077	929	15,549
Juneau	18,708	2,621	16,087	4,938	3,792	3,908	365	4,318
Kenosha	63,505	48,765	14,740	16,764	16,054	16,303	1,196	23,377
Kewaunee	16,680	5,185	11,495	4,261	3,733	3,772	361	3,684
La Crosse	59,653	42,707	16,946	15,851	14,516	14,781	1,107	25,196
Lafayette	18,695	—	18,695	4,876	4,172	4,253	376	4,602
Langlade	23,227	9,495	13,732	5,634	4,832	4,935	481	7,199
Lincoln	22,536	12,076	10,460	5,778	4,720	4,842	462	6,127
Manitowoc	61,617	34,706	26,911	15,846	14,678	14,947	1,206	21,898
Marathon	75,915	27,468	48,647	18,094	15,383	15,735	1,248	22,000
Marinette	36,225	14,183	22,042	9,143	7,743	7,931	607	10,390

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Marquette	9,097	—	9,097	2,530	2,026	2,062	212	1,957
Milwaukee	766,885	705,672	61,213	209,682	200,528	204,239	15,428	351,057
Monroe	30,080	9,637	20,443	7,512	5,967	6,076	565	7,764
Oconto	27,075	5,362	21,713	6,593	5,471	5,634	542	4,951
Oneida	18,938	8,501	10,437	5,059	4,158	4,297	492	7,924
Outagamie	70,032	42,950	27,082	17,519	16,079	16,483	1,248	26,470
Ozankee	18,985	4,046	14,939	5,002	4,635	4,712	407	6,395
Pepin	7,897	—	7,897	1,987	1,620	1,638	165	2,081
Pierce	21,471	2,516	18,955	5,788	4,843	4,974	461	6,004
Polk	26,197	—	26,197	6,806	5,770	5,869	439	6,296
Portage	35,800	15,777	20,023	8,386	7,012	7,120	589	9,477
Price	18,467	3,252	15,215	4,770	3,551	3,671	320	4,519
Racine	94,047	71,609	22,438	24,992	23,880	24,291	1,733	36,080
Richland	20,381	4,364	16,017	5,280	4,358	4,469	363	4,483
Rock	80,173	51,623	28,550	22,452	20,662	21,200	1,441	32,949
Rusk	17,737	3,671	14,066	4,416	3,509	3,572	299	4,098
St. Croix	24,842	3,277	21,565	6,349	5,541	5,758	492	6,630
Sauk	33,700	10,023	23,677	9,125	7,792	7,922	722	11,003
Sawyer	11,540	—	11,540	2,910	2,129	2,192	227	2,881
Shawano	35,378	5,565	29,813	8,551	7,053	7,183	691	7,765
Sheboygan	76,221	48,203	28,018	20,558	19,202	19,576	1,370	27,287
Taylor	20,105	—	20,105	4,928	3,631	3,699	304	3,605
Trempealeau	24,381	—	24,381	6,196	5,022	5,124	437	5,500
Vernon	29,940	3,549	26,391	7,767	6,261	6,346	503	5,869
Vilas	8,894	—	8,894	2,356	1,836	1,866	258	3,621
Walworth	33,103	10,371	22,732	9,489	8,720	8,942	956	14,976
Washburn	12,496	2,639	9,857	3,341	2,686	2,732	232	3,003
Washington	28,430	9,362	19,068	7,417	6,735	6,852	522	8,353
Waukesha	62,744	23,804	38,940	16,413	15,260	15,747	1,285	21,798
Waupaca	34,614	11,263	23,351	9,085	7,793	7,961	782	10,114
Waushara	14,268	32	14,236	3,911	3,128	3,173	273	2,924
Winnebago	80,507	60,215	20,292	21,742	20,162	20,590	1,465	31,389
Wood	44,465	21,775	22,690	11,173	9,839	10,000	702	15,056
Total State	**3,137,587**	**1,679,144**	**1,458,443**	**827,207**	**743,078**	**758,449**	**61,062**	**$1,127,415**

WYOMING

Population	**250,742**
Families	**69,374**
Radio Homes, 1940 Census	**57,126**
Radio Homes, NAB Projection	**58,531**

County	POPULATION Total	Urban	Rural	Families	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Albany	13,946	10,627	3,319	4,139	3,587	3,657	241	$6,859
Big Horn	12,911	—	12,911	3,307	2,697	2,747	284	4,088
Campbell	6,048	—	6,048	1,795	1,359	1,408	116	1,882
Carbon	12,644	5,531	7,113	3,765	2,927	3,005	270	6,070
Converse	6,631	—	6,631	1,939	1,504	1,563	158	2,554
Crook	5,463	—	5,463	1,480	1,065	1,105	103	956
Fremont	16,095	5,134	10,961	4,359	3,041	3,127	339	5,286
Goshen	12,207	—	12,207	3,101	2,487	2,561	217	3,368
Hot Springs	4,607	—	4,607	1,424	1,087	1,105	95	1,652
Johnson	4,980	—	4,980	1,516	1,205	1,244	150	1,707
Laramie	33,651	22,474	11,177	8,180	7,437	7,566	610	15,706
Lincoln	10,286	—	10,286	2,552	2,238	2,258	219	3,097
Natrona	23,858	17,964	5,894	7,364	6,342	6,515	535	13,295
Niobrara	5,988	—	5,988	1,720	1,353	1,394	122	2,350
Park	10,976	2,536	8,440	3,087	2,463	2,539	251	4,903
Platte	8,013	—	8,013	2,232	1,751	1,799	158	2,880
Sheridan	19,255	10,529	8,726	5,427	4,660	4,754	508	8,987
Sublette	2,778	—	2,778	816	648	651	69	856
Sweetwater	19,407	12,467	6,940	5,583	4,844	4,884	357	8,878
Teton	2,543	—	2,543	715	582	587	75	1,178
Vinta	7,223	3,605	3,618	1,809	1,521	1,571	150	2,921
Washakie	5,858	2,710	3,148	1,443	1,121	1,170	111	2,552
Weston	4,958	—	4,958	1,421	1,104	1,121	138	1,796
Yellowstone Nat. Pk. (Part)	416	—	416	200	103	200	36	879
Total State	**250,742**	**93,577**	**157,165**	**69,374**	**57,126**	**58,531**	**5,312**	**$104,700**

All money figures in the retail-service column are in thousands ($000) of dollars.

Preliminary Estimates of Civilian Population of the United States, by States: May 1, 1942, With Comparative Figures as of April 1, 1940

(A minus sign (—) denotes decrease.)

	Total Population (1940 U. S. Census)	Estimated Civilian Population (April 1940) (Source: Census Bur.)	Estimated increase in the Civilian Population between April 1940, and May 1942	
			Number	Percent
Alabama	2,832,961	2,917,707	90,475	3.2
Arizona	499,261	464,725	—32,262	—6.5
Arkansas	1,949,387	1,973,033	25,304	1.3
California	6,907,387	7,187,880	302,856	4.4
Colorado	1,123,296	1,093,569	—23,864	—2.1
Connecticut	1,709,242	1,773,101	66,535	3.9
Delaware	266,505	276,633	11,508	4.3
D. C.	663,091	821,299	163,680	24.9
Florida	1,897,414	1,949,086	60,895	3.2
Georgia	3,123,723	3,081,632	—14,792	—0.5
Idaho	524,873	478,969	—45,809	—8.7
Illinois	7,897,241	8,008,067	132,960	1.7
Indiana	3,427,796	3,493,515	65,723	1.9
Iowa	2,538,268	2,455,132	—81,300	—3.2
Kansas	1,801,028	1,725,176	—69,194	—3.9
Kentucky	2,845,627	2,762,483	—69,388	—2.5
Louisiana	2,363,880	2,435,364	77,108	3.3
Maine	847,226	835,164	—7,458	—0.9
Maryland	1,821,244	1,903,282	94,537	5.2
Massachusetts	4,316,721	4,290,194	—26,475	—0.6
Michigan	5,256,106	5,562,183	311,592	5.9
Minnesota	2,792,300	2,667,916	—119,677	—4.3
Mississippi	2,183,796	2,138,559	—44,819	—2.1
Missouri	3,784,664	3,750,257	—32,953	—0.9
Montana	559,456	523,825	—33,903	—6.1
Nebraska	1,315,834	1,241,143	—71,708	—5.5
Nevada	110,247	128,697	18,708	17.0
New Hampshire	491,524	472,731	—18,577	—3.8
New Jersey	4,160,165	4,245,062	84,909	2.0
New Mexico	531,818	489,872	—41,851	—7.9
New York	13,479,142	12,929,781	—505,586	—3.8
North Carolina	3,571,623	3,493,047	—67,406	—1.9
North Dakota	641,935	588,539	—53,167	—8.3
Ohio	6,907,612	6,959,627	52,095	0.8
Oklahoma	2,336,434	2,180,545	—146,320	—6.3
Oregon	1,089,684	1,069,069	—18,573	—1.7
Pennsylvania	9,900,180	9,712,618	—187,556	—1.9
Rhode Island	713,346	723,897	17,125	2.4
South Carolina	1,899,804	1,904,418	14,756	0.8
South Dakota	642,961	589,967	—52,594	—8.2
Tennessee	2,915,841	2,932,235	16,410	0.6
Texas	6,414,824	6,467,012	67,604	1.1
Utah	550,310	554,054	4,074	0.7
Vermont	359,231	344,061	—12,640	—3.5
Virginia	2,677,773	2,803,861	167,812	6.4
Washington	1,736,191	1,755,784	43,664	2.6
West Virginia	1,901,974	1,863,402	—38,205	—2.0
Wisconsin	3,137,587	3,064,356	—72,528	—2.3
Wyoming	250,742	232,864	—9,468	—3.9
Total	131,669,275	131,315,393	—7,743	

Source: U. S. Department of Commerce, Bureau of Census.

"SHIFTING POPULATIONS"

CHANGES IN POPULATION SINCE THE 1940 CENSUS AS ESTIMATED BY BUREAU OF CENSUS AND THE OPA

ALABAMA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Birmingham (Jefferson)	459,930	502,000	9.1
Mobile (Mobile)	141,974	189,000	33.1
Montgomery (Montgomery)	114,420	144,000	29.7

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Barbour	15	De Kalb	10	Shelby	10
Calhoun	10	Lauderdale	10	Sumter	15
Chilton	40	Madison	10	Talladega	30
Dale	10				

ARIZONA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Phoenix (Maricopa)	186,193	186,000	——

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Coconino	20	Greenlee	30	Yuma	30

ARKANSAS

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Little Rock (Pulaski)	156,085	176,000	12.8

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Baxter	10	Jefferson	15	Sebastian	30
Desha	10	Miller	15	White	30

CALIFORNIA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Fresno (Fresno)	178,565	179,000	——
Los Angeles (Los Angeles and Orange)	2,916,403	3,045,000	4.5
Sacramento (Sacramento)	170,333	177,000	4.1
San Francisco-Oakland (Alameda Contra Costa, Marin, San Francisco, San Mateo, Solano)	1,461,804	1,542,000	6.6
San Diego (San Diego)	289,348	373,000	35.1
San Jose (Santa Clara)	174,949	173,000	—0.6
Stockton (San Joaquin)	134,207	131,000	—2.2

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Inyo	20	Santa Barbara	10	Yuba	80
San Louis Obispo	20	Shasta	10		

COLORADO

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April 1940 and May, 1942 Per Cent
Denver (Arapahoe, Denver, Jefferson)	385,287	398,000	4.2
Pueblo (Pueblo)	68,870	74,000	7.1

County Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent
El Paso	30

CONNECTICUT

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Bridgeport (Fairfield)	418,384	449,000	7.4
Hartford-New Britain (Hartford Middlesex)	506,188	557,000	10.1
New Haven-Waterbury	484,316	520,000	7.4

DELAWARE

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Wilmington (New Castle)	179,562	186,000	4.5

County Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent
Sussex	10

DISTRICT OF COLUMBIA

Metropolitan District—	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Washington, (District of Columbia; Montgomery Prince Georges, Md.; Alexandria City, Arlington, Va.)	927,056	1,151,000	25.1

FLORIDA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Jacksonville (Duval)	210,143	258,000	22.9
Miami (Dade)	267,739	265,000	—1.1
Tampa-St. Petersburg (Hillsborough, Pinellas)	272,000	273,000	0.4

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Bay	20	Escambia	10	Leon	10
Bradford	70	Gulf	10	Monroe	20
Clay	30	Highlands	15	Okaloosa	10

GEORGIA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Atlanta (DeKalb, Fulton)	479,828	503,000	5.2
Augusta (Richmond)	81,863	89,000	8.5
Columbus (Muscogee, Russell, Ala.)	111,269	123,000	10.8
Macon (Bibb)	83,783	92,000	9.5
Savannah (Chatham)	117,970	127,000	8.5

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Berrien	30	Chattooga	10	Liberty	50
Camden	10	Dougherty	15	Stephens	10

IDAHO

Counties Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Bonneville	30	Elmore	20	Valley	10
Clark	10				

ILLINOIS

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Chicago (Cook, Dupage, Lake; Lake, Ind.)	4,581,111	4,725,000	3.3
Decatur (Macon)	84,693	88,000	3.5
Peoria (Peoria, Tazewell)	211,736	202,000	—4.7
Rockford (Winnebago)	121,178	131,000	8.3
Springfield (Sangamon)	117,912	116,000	—1.7

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent
Champaign	10	Hardin	10

INDIANA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Evansville (Vanderburgh; Henderson, Ky.)	157,803	168,000	6.3
Fort Wayne (Allen)	155,084	165,000	6.5
Indianapolis (Marion)	460,926	492,000	7.4
South Bend (St. Joseph)	161,823	167,000	3.1
Terre Haute (Vigo)	99,709	100,000	——

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Bartholomew	10	LaPorte	10	Scott	10
Johnson	60	Porter	10	Starke	20

IOWA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Cedar Rapids (Linn)	89,142	90,000	1.1
Davenport-Rock Island-Moline (Scott; Rock Island, Ill.)	198,071	211,000	6.6
Des Moines (Polk)	195,835	197,000	1.0
Sioux City (Woodbury)	103,627	97,000	—6.7
Waterloo (Black Hawk)	79,946	81,000	1.3

KANSAS

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Topeka (Shawnee)	91,247	80,000	—12.1
Wichita (Sedgewick)	143,311	178,000	24.5

County Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent
Labette	15

KENTUCKY

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Louisville (Jefferson; Clark and Floyd, Ind.)	451,473	498,000	10.4

County Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent
Union	70

LOUISIANA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
New Orleans (Jefferson, Orleans Parishes)	544,964	574,000	5.3
Shreveport (Caddo, Parish)	150,203	157,000	4.7

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Beauregard	10	La Salle	20	St. Mary	10
Calcasieu	10	Rapides	20	Vernon	30
East Baton Rouge	20				

MAINE

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Portland (Cumberland)	146,000	151,000	4.9

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent
Piscataquis	50	York	10

MARYLAND

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Baltimore (Baltimore City, Anne Arundel, Baltimore)	1,083,300	1,126,000	4.9

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Charles	10	Harford	15	Howard	10

MASSACHUSETTS

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Boston (Essex, Middlesex, Norfolk, Plymouth, Suffolk)	2,824,955	2,811,000	—0.4
Fall River-New Bedford (Bristol)	364,637	364,000	—0.3
Lowell-Lawrence-Haverhill	Included in Boston Metropolitan District		
Springfield - Holyoke (Hampden, Hampshire)	404,568	405,000	——
Worcester (Worcester)	504,470	494,000	—1.8

County Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent
Barnstable	10

MICHIGAN

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Detroit (Macomb, Oakland Wayne)	2,377,329	2,710,000	14.2
Flint (Genesse)	227,944	227,000	—0.4
Grand Rapids (Kent)	246,338	246,000	——
Kalamazoo (Kalamazoo)	100,085	105,000	5.0
Lansing (Ingham)	130,616	219,000	—1.5
Saginaw-Bay City (Bay, Saginaw)	205,449	204,000	—0.5

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent
Missaukee	10	Oakland	10

MINNESOTA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Duluth-Superior (St. Louis; Douglas, Wis.)	254,036	240,000	—5.5
Minneapolis-St. Paul (Anoka, Hennepin, Ramsey, Washington)	927,707	915,000	—1.0

MISSISSIPPI

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Jackson (Hinds)	107,273	116,000	8.4

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Forrest	30	Jackson	30	Lowndes	10

MISSOURI

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Kansas City, (Mo.)-Kansas City, (Kansas) (Jackson Co. Mo.; Johnson, Wyandotte Cos., Kansas)	656,226	664,000	1.2
St. Joseph (Buchanan)	94,067	83,000	—11.7
St. Louis (St. Louis City, St. Charles and St. Louis, Cos.; Madison, St. Clair, Ill.)	1,432,088	1,527,000	6.8
Springfield (Greene)	90,541	91,000	——

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Boone	10	Phelps	20	Pulaski	30
Newton	30				

MONTANA

County Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent
Treasure	20

NEBRASKA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Lincoln (Lancaster)	100,585	98,000	—3.0
Omaha-Council Bluffs, Iowa (Douglas, Pottawattamie, Iowa)	314,318	318,000	1.6

County Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent
Deuel	30

NEVADA

Counties Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Clark	110	Mineral	90	Nye	10
Lander	10				

NEW HAMPSHIRE

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Manchester (Hillsborough)	144,888	138,000	—4.8

County Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent
Rockingham	10

NEW JERSEY

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Atlantic City (Atlantic)	124,066	116,000	—6.5
Trenton (Mercer)	197,318	202,000	2.5

NEW MEXICO

Counties Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Bernalillo	20	Eddy	10	Otero	10
Chaves	15	Hidalgo	30		

NEW YORK

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Albany-Schenectady-Troy (Albany, Rensselaer, Schenectady)	465,643	464,000	—0.4
Binghamton (Broome)	165,749	160,000	—3.6
Buffalo-Niagara (Erie, Niagara)	958,487	970,000	1.3
New York-Northeastern N. J. (Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Westchester; Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic, Union, N. J.)	11,143,584	10,752,000	—3.3
Rochester (Monroe)	438,230	423,000	—3.4
Syracuse (Onondaga)	295,108	288,000	—2.4
Utica-Rome (Herkimer, Oneida)	263,163	241,000	—8.4

County Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent
Tompkins	10

NORTH CAROLINA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April 1940 and May, 1942 Per Cent
Asheville (Buncombe)	108,755	101,000	—7.3
Charlotte (Mecklenburg)	151,826	149,000	—2.0
Durham (Durham)	80,244	82,000	2.5
Greensboro (Guilford)	No Figures Available		
Winston-Salem (Forsyth)	126,475	118,000	—6.3

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Cumberland	10	New Hanover	30	Orange	10
Hyde	10	Onslow	50		

NORTH DAKOTA

County Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent
Mercer	10

OHIO

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Akron (Summit)	339,405	358,000	5.6
Canton (Stark)	234,887	252,000	7.2
Cincinnati (Hamilton; Dearborn, Ind.; Campbell, Kenton, Ky.)	810,097	861,000	6.3
Cleveland (Cuyahoga)	1,217,250	1,231,000	1.2
Columbus (Franklin)	388,712	409,000	5.4
Dayton (Montgomery)	295,480	325,000	10.2
Hamilton-Middletown (Butler)	120,249	217,000	5.8
Springfield (Clark)	95,647	100,000	4.2
Toledo (Lucas)	344,333	332,000	—3.5
Youngstown (Mahoning, Trumbull)	372,566	365,000	—2.1

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent
Greene	10	Portage	10

OKLAHOMA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Oklahoma City (Okla.)	244,159	217,000	—11.1
Tulsa (Tulsa)	193,363	211,000	9.3

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Comanche	10	Mayes	20	Muskogee	40

OREGON

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Portland (Clackamas, Multnomah)	412,229	425,000	3.2

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Benton	20	Linn	40	Umatilla	10

PENNSYLVANIA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Allentown-Bethlehem-Easton (Lehigh, Northampton)	346,492	355,000	2.6
Altoona (Blair)	140,358	133,000	—5.0
Erie (Erie)	180,889	185,000	2.2
Harrisburg (Dauphin)	177,410	182,000	2.8
Johnstown (Cambria)	213,459	238,000	11.7
Lancaster (Lancaster)	212,504	209,000	—1.9
Philadelphia (Delaware, Montgomery, Phil.; Burlington, Camden, Gloucester, N. J.)	2,956,296	3,027,000	2.5
Pittsburgh (Allegheny, Fayette, Washington, Westmoreland)	2,126,801	2,068,000	—2.8
Reading (Berks)	241,884	234,000	—3.3
Scranton — Wilkes-Barre (Lackawanna, Luzerne)	742,761	664,000	—10.6
York (York)	178,022	180,000	1.1

RHODE ISLAND

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Providence (Bristol, Kent, Newport, Providence)	680,853	688,000	1.6

SOUTH CAROLINA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April 1940 and May, 1942 Per Cent
Charleston (Charleston)	121,105	147,000	24.6
Columbia (Richland)	104,843	122,000	16.2

County Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent
Dorchester	10

TENNESSEE

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Chattanooga (Hamilton; Walker, Ga.)	211,502	229,000	8.5
Knoxville (Knox)	178,468	187,000	5.1
Memphis (Shelby)	358,250	361,000	0.8
Nashville (Davidson)	257,267	274,000	6.6

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Blount	15	Jefferson	15	Montgomery	30
Coffee	20	Loudon	10	Polk	10

TEXAS

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Amarillo (Potter)	54,265	51,000	—5.6
Austin (Travis)	111,053	117,000	5.4
Beaumont-Port Arthur (Jefferson)	145,329	160,000	10.3
Corpus Christi (Nueces)	92,661	119,000	28.0
Dallas (Dallas)	398,564	431,000	8.3
El Paso (El Paso)	131,067	136,000	7.9
Fort Worth (Tarrant)	225,521	236,000	4.4
Galveston (Galveston)	81,173	88,000	10.0
Houston (Harris)	528,961	555,000	4.9
San Antonio (Bexar)	338,176	354,000	12.0
Waco (McLennan)	101,898	109,000	6.9

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Bastrop	70	Hansford	10	Moore	30
Bell	30	Hockley	30	Oldham	15
Bowie	40	Jackson	10	Orange	70
Brazoria	50	Kleberg	20	Palo Pinto	15
Brazos	10	Lubbock	10	Tarrant	10
Brown	30	Marion	15	Taylor	15
Cochran	20	Matagorda	10	Terry	30
Hall	15	Midland	20	Zapata	10

UTAH

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Salt Lake City (Salt Lake)	211,623	220,000	4.3

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Davis	15	Tooele	10	Weber	20

VERMONT

County Showing Estimated Percentage Increase In Population (Source: OPA)

	Per Cent
Addison	10

VIRGINIA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Norfolk - Portsmouth - Newport News (Hampton, Newport News, Norfolk, Portsmouth, South Norfolk Cities; Elizabeth City, Norfolk, Princess Anne, Warwick)	343,423	429,000	33.2
Richmond (Richmond City; Henrico)	235,002	245,000	4.3
Roanoke (Roanoke City; Roanoke)	112,184	110,000	—1.8

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Fairfax	20	Montgomery	60	Tazewell	10
Henry	10	Nottoway	90	York	10
King George	10	Pulaski	20		

WASHINGTON

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Seattle (King)	504,980	549,000	9.1
Spokane (Spokane)	164,652	156,000	—4.3
Tacoma (Pierce)	182,081	183,000	5.8

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Clark	20	Kitsap	70	Mason	15
Franklin	10				

WEST VIRGINIA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Charleston (Kanawha)	195,619	192,000	—2.0
Huntington-Ashland (Ky.) (Cabell; Boyd, Ky.; Lawrence, Ohio)	190,102	186,000	—2.1
Wheeling (Brooke, Marshall, Ohio; Belmont, Ohio)	234,431	223,000	—4.7

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent
Gilmer	10	Monongalia	10

WISCONSIN

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Madison (Dane)	130,660	135,000	3.1
Milwaukee (Milwaukee)	766,885	766,000	—0.1
Racine - Kenosha (Kenosha, Racine)	157,552	155,000	—1.3

LOCAL WAR EFFORT BROADCA

For Six Month

(Compiled by Arthur Stringe

	Spots	3 Min. Live	5 Min. Live	10 Min. Live	15 Min Live	20 Min. Live	25 Min. Live	30 Min. Live	35 Min. Live	40 Min. Live	4 M L
Army	248,830	410	2,430	720	8,280	..	470	2,930	..	..	
Navy	266,140	1,060	2,610	570	8,680	10	..	1,200	..	10	
Marines	189,080	..	1,320	390	8,320	30	10	430	..	..	
Coast Guard	134,600	..	170	310	740	90	..	60	..	..	
Civil Service	133,090	..	20	10	180	..	..	..	..	..	
Recr. Shipyard Workers	9,070	..	..	..	..	..	..	..	..	..	
Recr. Nurses & Doctors	90,680	..	200	680	1,061	..	20	70	..	..	
Labor Recr. War Industry Training Info.	72,810	..	1,010	180	1,810	..	..	60	..	..	
CAA	6,390	..	220	..	90	..	..	..	..	..	
Treasury	985,430	260	2,770	420	7,690	20	20	2,500	..	10	2
Army Emergency Relief	24,140	..	270	30	430	..	..	30	..	..	
USO	96,000	..	750	100	1,880	..	10	1,000	..	..	
Red Cross	124,430	50	480	740	1,880	..	..	210	..	..	
Civilian Defense, all kinds	100,630	60	7,500	1,730	7,830	..	10	510	..	..	
Don't Spread Rumors	5,650	..	..	10	270	..	..	10	..	..	
Victory Gardens	7,620	..	400	260	310	..	..	..	..	..	
Nutrition	6,640	..	760	660	1,020	..	80	..	..	..	
Fire Prevention Week (Oct. Only)	11,240	..	200	80	330	..	..	..	..	..	
Can't Do Business with Hitler	160	..	10	..	..	..	..	..	..	..	
Neighborhood Call	390	..	..	..	70	..	..	..	..	..	
This Is Our Enemy	..	..	..	..	10	..	..	140	..	..	
Three Thirds of a Nation	..	..	..	..	..	..	..	40	..	..	
The Home Front	..	..	120	..	1,270	..	..	1,360	..	..	
OWI-WPB-OPA-AGRI	436,520	..	..	..	..	..	..	..	..	..	
Fuel Conservation	30,740	..	..	..	..	..	..	..	..	..	
Other Government Agencies	95,550	240	2,710	1,270	18,270	..	300	4,430	10	10	
TOTALS	3,075,830	2,080	23,950	8,160	70,421	150	920	14,980	10	30	

TS BY AMERICAN STATIONS

ling October 1942

B Director of Promotion)

60 Min. Live	80 Min. Live	85 Min. Live	90 Min. Live	105 Min. Live	130 Min. Live	178 Min. Live	210 Min. Live	260 Min. Live	360 Min. Live	3 Min. ET	5 Min. ET	10 Min. ET	15 Min. ET	20 Min. ET	30 Min. ET	45 Min. ET	60 Min. ET
480	..	..	20	..	..	..	..	..	..	..	100	10	18,644	..	10	..	..
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160	10	..	..	..	..	..	..	..	..	30	940	40	9,730	..	750	30	30
1,450	10	10	50	30	10	10	10	10	10	730	6,860	190	198,134	20	4,000	30	70

LOCAL WAR EFFORT BROADCASTS BY AMERICAN STATIONS

For Six Months Ending October 1942

(Compiled by Arthur Stringer, NAB Director of Promotion)

	Spots	3 Min. Live	5 Min. Live	10 Min. Live	15 Min Live	20 Min. Live	25 Min. Live	30 Min. Live	35 Min. Live	40 Min. Live	45 Min. Live	55 Min Live	60 Min. Live	80 Min. Live	85 Min. Live	90 Min. Live	105 Min. Live	130 Min. Live	178 Min. Live	210 Min. Live	260 Min. Live	360 Min. Live	3 Min. ET	5 Min. ET	10 Min. ET	15 Min. ET	20 Min. ET	30 Min. ET	45 Min. ET	60 Min. ET
Army	248,830	410	2,430	720	8,280	..	470	2,930	..	..	70	40	480	..	..	20	..	..	..	..	..	..	..	100	10	18,644	..	10	..	..
Navy	266,140	1,060	2,610	570	8,680	10	..	1,200	..	10	20	..	10	..	10	10	..	..	..	10	10	..	..	60	..	16,090	20	890	..	..
Marines	189,080	..	1,320	390	8,320	30	10	430	..	..	..	..	..	..	..	..	10	..	..	..	..	..	..	..	110	9,020	..	120	..	..
Coast Guard	134,600	..	170	310	740	90	..	60	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	10	..	..	..	..
Civil Service	133,090	..	20	10	180	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	50	..	..	..	..
Recr. Shipyard Workers	9,070	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	20	..	..	..	..
Recr. Nurses & Doctors	90,680	..	200	680	1,061	..	20	70	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	20	..	..	..	..
Labor Recr. War Industry Training Info.	72,810	..	1,010	180	1,810	..	..	60	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	300	..	230	..	..	..	..
CAA	6,390	..	220	..	90	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Treasury	985,430	260	2,770	420	7,690	20	20	2,500	..	10	250	20	760	..	..	10	20	..	10	..	..	10	700	5,290	..	101,930	..	120	..	40
Army Emergency Relief	24,140	..	270	30	430	..	..	30	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
USO	96,000	..	750	100	1,880	..	10	1,000	..	..	..	..	10	..	..	..	..	10	..	..	..	..	..	..	..	10	..	..	..	..
Red Cross	124,430	50	480	740	1,880	..	..	210	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	20	..	20	..	..
Civilian Defense, all kinds	100,630	60	7,500	1,730	7,830	..	10	510	..	..	30	..	20	..	..	10	..	..	..	..	..	..	..	..	10	270	..	..	..	..
Don't Spread Rumors	5,650	..	..	10	270	..	..	10	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Victory Gardens	7,620	..	400	260	310	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Nutrition	6,640	..	760	660	1,020	..	80	..	..	..	..	..	10	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Fire Prevention Week (Oct. Only)	11,240	..	200	80	330	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	170	20	..	..	..	..	..
Can't Do Business with Hitler	160	..	10	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	29,160	..	..	..	..
Neighborhood Call	390	..	..	..	70	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	8,430	..	..	..	..
This Is Our Enemy	..	..	..	..	10	..	..	140	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	1,750	..	..
Three Thirds of a Nation	..	..	..	..	..	..	..	40	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	340	..	..
The Home Front	..	..	120	..	1,270	..	..	1,360	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	130	..	..	..	..
OWI-WPB-OPA-AGRI	436,520	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	4,370	..	..	..	..
Fuel Conservation	30,740	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Other Government Agencies	95,550	240	2,710	1,270	18,270	..	300	4,430	10	10	130	10	160	10	..	..	..	..	..	..	..	..	30	940	40	9,730	..	750	30	30
TOTALS	3,075,830	2,080	23,950	8,160	70,421	150	920	14,980	10	30	500	40	1,450	10	10	50	30	10	10	10	10	10	730	6,860	190	198,134	20	4,000	30	70

What Majesty . . . What Splendor! What a Pain in the Neck!

Nowhere in the country does one encounter such rugged splendor, as is found on the Pacific Coast. Mountains rising majestically 5,000 to nearly 15,000 feet, form natural barriers around most of the Pacific Coast's important cities. It's a Mecca for tourists, but a pain in the neck for long-range broadcasting. Watts bounce off mountains like hail off a tin roof. There's only one way to completely cover these mountain-surrounded markets . . . *release your message locally.* Use Don Lee, the only network with enough stations to deliver *local* primary coverage on the entire Pacific Coast. More than 9 out of every 10 families on the Pacific Coast own radios, and more than 9 out of every 10 of these families live within 25 miles of a Don Lee station. If your message is important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job . . . Don Lee.

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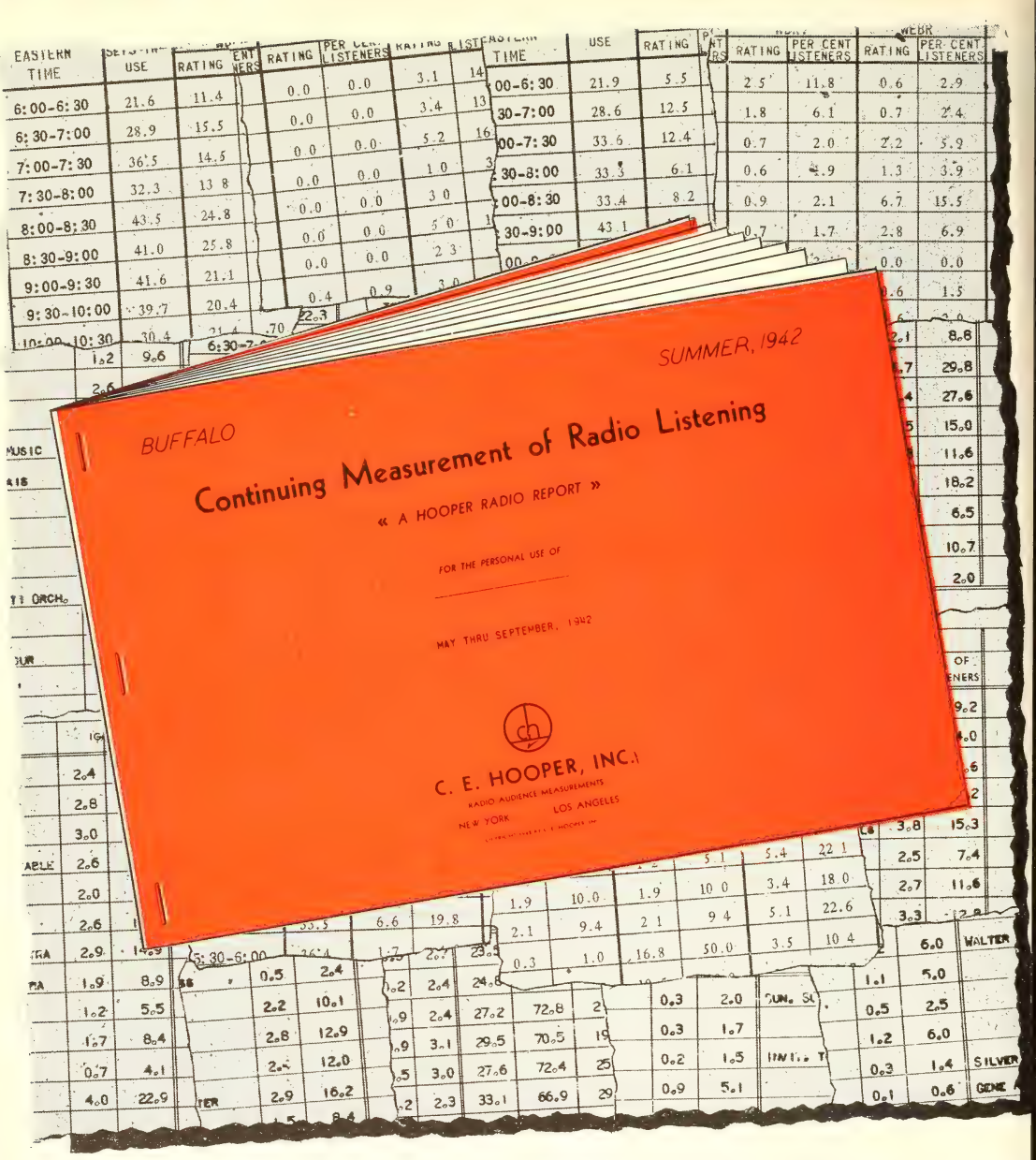
NATIONAL

REGIONAL



We pay our respects to

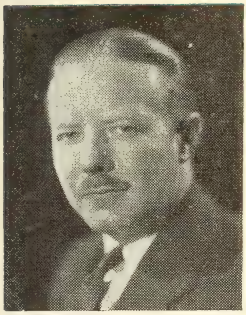
WBEN's *best salesman*

WBEN

BUFFALO
NBC
5000 WATTS

REPRESENTED BY EDWARD PETRY & CO., INC.

THE BLUE NETWORK CO., INC.



MARK WOODS

IN A NATION and a world at war there is only one yardstick by which any individual or any organization may be judged—that is the measurement of service. Radio broadcasting as we know it was born in wartime, and, growing through adolescence, has reached maturity in wartime. It has served the nation in both war and peace.

The Blue Network was created as an independent corporation in January, 1942—with our nation in a war for survival. And, because it was new with no preconceived ideas, its philosophy and its action has been influenced by wartime conditions just as broadcasting, compared to wireless telegraphy, was influenced by the war of twenty-five years ago.

Profitable First Year

In its first year of existence the Blue Network ended "in the black." However, no one can judge a company solely on present financial profits. There are other intangible and non-monetary profits that far outweigh monetary ledger balances. A few concise facts speak for themselves. The Blue Network started with 116 affiliates; today 146 stations are carrying Blue programs. Prospects for 1943 indicate a decided increase, both in the number of clients and network hours and in the number of stations carrying commercial programs.

This record could not be accomplished by following set formulae that had worked in the case of the older networks. Fixed policies were abandoned; new policies established to meet changing conditions. It was felt that an open-minded attitude toward taboos was demanded. Each problem, each condition, was considered on its merits.

Open-Minded Policy

This open-minded attitude, always indicative of a young, aggressive organization, manned by young personnel, was particularly fitted to meet wartime conditions. A shifting population, changes in the production of durable goods, the revolution in the food industry, fuel and travel rationing—all of these and many more were factors in our programming, our sales policy and our general policies.

Over a period of years network broadcasting, with many of the ablest program producers in show business, formulated its own programs. The Blue opened the doors to outside producers—tapping every source for finished presentations and for embryonic ideas. We found the network ban against transcribed programs unsuited to our needs, and declared our willingness to broadcast such programs, whether or not in the first instance they had been presented over another and competing network.

In order to give opportunity to every type of entertainment pattern, the program department has tried an average of 10 new shows each month. We hope to introduce still other new shows and program innovations in 1943.

Commercial Innovations

In the belief that, under the American system of broadcasting, it is the commercial advertiser or sponsor who provides the listener free of charge that which heretofore only the wealthiest could buy, the Blue gave special consideration to clients. The Blue pioneered in the adoption of the two-per cent cash discount and announced a daytime package rate, a special rate for advertisers buying time across the board on the entire network. Another innovation was a special discount structure under which an advertiser obtains a progressively increasing discount as more stations are ordered for a program.

Needless to say, all of these commercial innovations were available to all advertisers. Such policies were responsible to a large extent for the rise in the average number of stations by commercial clients—from 79 in February to 91 in December.

Broadcasting is an integral part of this modern life, and, if it is to be of service to the people who make it possible, it must change with conditions, meeting new needs as they arise but not forgetting the wisdom learned during years of trial and error. That is the philosophy of America's youngest network.

THE BLUE

NETWORK FACILITIES
AS OF JAN. 15, 1943

NETWORK

*WORC Worcester, Mass. becomes affiliated April 5, 1943

BLUE NETWORK COMPANY, Inc.

30 Rockefeller Plaza
New York, N. Y.
(Telephone Number, CIrcle 7-5700)

BOARD OF DIRECTORS

DeSousa, George S.
Hammond, John Hays, Jr.
Heath, Horton H.
Jolliffe, Charles B.
Kobak, Edgar
Schairer, Otto S.
Woods, Mark

Officers

Trammell, Niles..Chairman, Executive Committee
Woods, Mark .....President
Kobak, Edgar.....Executive Vice-President
Borroff, E. D. .....Vice-President
Carlin, Phillips .....Vice-President
Gilman, Don E. .....Vice-President
Kiggins, Keith .....Vice-President
Thrower, Fred M., Jr. .....Vice-President
Yandell, Lunsford P. .....Vice-President
Rynd, Charles E.....Treasurer
Hennig, Anthony M. .....Assistant Treasurer
Nicol, Alexander D. .....Controller
MacConnach, Levin .....Secretary
Pfautz, Christian .....Assistant Secretary
Swezey, Robert D.....Assistant Secretary

DEPARTMENTS AND DIVISIONS

Executive Offices

Woods, Mark .....President
Kobak, Edgar.....Executive Vice-President
Yandell, Lunsford P.....Vice-President

Continuity Acceptance Department

Kemble, Dorothy .....Editor

Engineering Department

Milne, George O.....Chief Engineer

Information Department

Olenslager, George .....Manager

Office Management Department

Van Houten, D. B.....Office Manager

Program

Carlin, Phillips.....Vice-President in Charge
Barry, Charles C .....Eastern Program Manager
Bixler, James W.....Night Program Manager
Diaz, Raymond.....Supervisor of Announcing
Ferguson, Ron.....Script Manager
Frazee, Harry H., Jr. .....Production Manager
Guy, Helen.....Business Manager
Johnstone, G. W.
Director News and Special Features
Summers, Harrison B.
Public Service Program Manager

National Spot Sales

Grabhorn, Murray B.....Manager

Network Sales Department

Thrower, Fred M., Jr....Vice-President in Charge
Buckham, D. R.....Eastern Sales Manager
Saudek, Robert
Assistant to Eastern Sales Manager
Simmel, Ludwig.....Sales Service Manager

Publicity Department

Mullin, Earl .....Manager
Cortada, Judith.....Trade News Editor

Research Department

Evans, Edward F.....Manager

Sales Promotion Department

Hauser, B. J. ..... Manager

Stations Department

Kiggins, Keith ..... Vice-President in Charge
Norton, John H., Jr. ... Station Relations Manager
Dolan, Thomas J. ..... Traffic Manager

Treasury Department

Rynd, Charles ..... Treasurer
Hennig, Anthony M. ..... Assistant Treasurer
Hede, Henry T., Jr. ..... Purchasing Agent

Station WJZ

McNeil, John H. ..... Manager

CENTRAL DIVISION—CHICAGO

Merchandise Mart

Phone, Delaware 1900

Borroff, E. R. ..... Vice-President in Charge
Berry, G. I. . National Spot and Local Sales Manager
Douglass, L. E. ..... Program Business Manager
Drips, William E. ..... Public Service Manager
Edgley, L. J. ..... Continuity Editor
Horstman, E. C. ..... Engineering Manager
Huber, E. J. ..... Sales Promotion Manager
Koelker, A. J. ..... Publicity Manager
Ewing, Robert ..... Sales Traffic Supervisor
Peterson, R. S. .... Auditor and Business Manager
Rouse, Gene ..... Supervisor of Announcing
Schoenfeld, Merritt R. ... Network Sales Manager
Stirton, J. L. ..... Program Manager
Vernon, G. A. ..... Research Manager
Wetzel, M. S. ..... Production Manager

WESTERN DIVISION—HOLLYWOOD

6285 Sunset Boulevard

Phone, Hillside 8231

Gilman, Don E. ..... Vice-President in Charge
Anderson, Clifford .... Program Business Manager
Brown, Dorothy L. . . Continuity Acceptance Editor
Dahlsted, Dresser M. ..... Chief Announcer
Denechaud, R. G. ..... Engineering Manager
Dorais, S. P. ..... Auditor
Gates, Paul ..... Night Program Manager
Hudson, Russell ..... Sales Service Manager
Lonner, Walter W. ..... Traffic Manager
Moore, Tracy ..... Sales Manager
Moss, Robert ..... Product Manager
Roberts, Clete ..... Manager of Special Features
Samuel, Milton N. ..... Publicity Manager
Sweeney, Kevin ..... Sales Promotion Manager
Tyson, Leo B. ..... Program Manager

WESTERN DIVISION—SAN FRANCISCO

Taylor and O'Farrell Streets

Phone, Graystone 6565

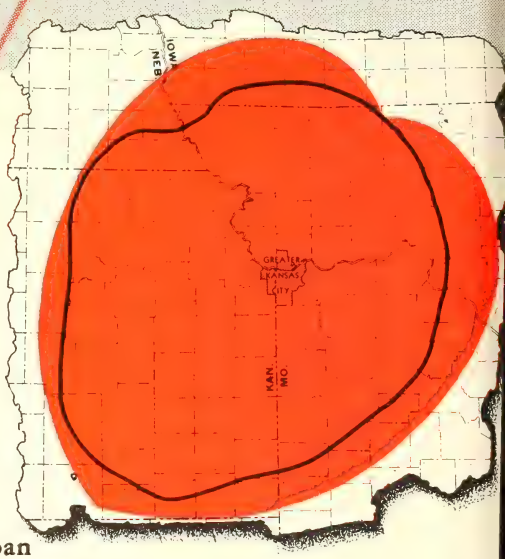
Ryan, W. B. ..... Manager
Dwan, Robert E. ..... Program Manager
Mayhorn, Harry .... Continuity Acceptance Editor
Palmer, T. B. ..... Engineering Manager
Paltridge, J. G. . . Publicity and Promotion Manager
Peterson, Hilda T. ..... Auditor
Rhodes, Lester R. ..... Local Sales Manager
Robertson, Lawrence ..... Production Manager

Stations Owned and/or Managed and/or Programmed by

The Blue Network Co., Inc.

WJZ, New York ..... Owned, operated and represented by The Blue Network
WENR, Chicago ..... Owned, operated and represented by The Blue Network
WMAL, Washington ..... Owned by Evening Star Publishing Co.
Represented by The Blue Network
KGO, San Francisco ..... Owned, operated and represented by The Blue Network

HAVING HEART *TROUBLE?



For any advertiser who may have had trouble with sales in this important Heart of America Area, a short diagnosis of the situation may prove useful.

1—The Heart of America is in two parts. It is 51% urban and 49% rural. Each part has its own program needs and likes.

2—Obviously, unless *both* rural and urban halves are reached, any promotion job is a half-Hearted one. Both halves are vital.

3—Reaching the *whole* Heart of America naturally requires efficient signal coverage of the whole area. But just as important is custom programming that will cause those who *can hear, to listen.*

4—KMBC is the only station delivering this combination of signal coverage (for a maximum potential audience) and program coverage (for a maximum listening audience) *throughout both halves* of the Heart of America.

* Referring, in this instance, to the Heart of America—the 78-county area lying within KMBC's half-millivolt contour. The nation's center, geographically, agriculturally and industrially, this area has a population of 2,000,000, far above average in income. By any standard, the heart of America is vital in a national or regional Midwestern campaign.

℞ Heart (of America) trouble of a sales nature should be treated by KMBC.

KMBC

OF KANSAS CITY

FREE & PETERS, INC.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSA

COLUMBIA BROADCASTING SYSTEM

WILLIAM S. PALEY

NO THOUGHTFUL broadcaster can fail to sense, it seems to me, the challenge to radio implicit in all the issues, not only of the war, but of the peace and the post-war world. A durable peace as a victorious war can only be consummated, under modern circumstances, on a global basis. This means that "better understanding" between peoples of good will must cease to be a pious platitude and become a workaday reality. It will be, I think, partly, perhaps largely, the responsibility of broadcasting to quicken the intimate collaboration of democratic peoples upon which all hopes for a future of sanity and justice rest.

International Amity

The Columbia Broadcasting System sees great significance in the attention attracted in 1942 by its series, "An American in England," which was written and directed by Norman Corwin. This is being followed in 1943 by a new series with Larry Leseur, "An American in Russia." Another Columbia series devoted to international amity is "Calling Pan-America." These and many other Columbia presentations keyed to the future are tokens of our own sense of responsibility to America and the United Nations.

Radio's Responsibility

Listener reaction definitely indicates that Americans generally are beginning to realize that neither the United States nor the world can again be the same as before the war. The world can be worse or it can be better and radio will be expected and ready to do a lot to make it better. Radio is, therefore, pledged in a very practical sense to the ideals and hopes of our troops and our people.

Results of the "American System"

The skills which radio has now mobilized for the war were developed through the years of peacetime broadcasting under the competitive American system. It is a natural rather than a remarkable adaptation that has taken place. American radio is a great national asset in wartime in direct proportion to the inherent merits of the system in normal times. Competition has given the United States the largest single reservoir of trained radio personnel, equipment and knowledge possessed by any one country. This is the unique accomplishment of a free radio in a free country.

COLUMBIA BROAD

NETWORK FACILITIES
AS OF JAN. 15, 1943

CASTING SYSTEM

COLUMBIA Broadcasting System

485 Madison Avenue, New York City
(Telephone number, WIckersham 2-2000)

BOARD OF DIRECTORS

John J. Burns
Prescott S. Bush
Ralph F. Colin
J. A. W. Iglehart
Paul W. Kesten
Edward Klauber
Isaac D. Levy
Leon Levy
Samuel Paley
William S. Paley
Dorsey Richardson
Mefford R. Runyon
Herbert Bayard Swope

Officers

William S. Paley.....President
Edward Klauber
Chairman of Executive Committee
Paul W. Kesten
Vice-President & General Manager
Joseph H. Ream.....Vice-President & Secretary
Frank Stanton.....Vice-President
Frank K. White.....Vice-President & Treasurer
H. V. Akerberg
Vice-President in Charge of Station Relations
William C. Gittinger
Vice-President in Charge of Sales
H. Leslie Atlass.....Vice-President, Chicago
Paul M. Hollister.....Vice-President in Charge of Advertising and Sales Promotion
D. W. Thornburgh...Vice-President, Los Angeles
Samuel R. Dean.....Assistant Treasurer
James M. Seward.....Assistant Secretary
Arthur S. Padgett.....Auditor
William E. Forbes.....Executive Assistant

DEPARTMENTS AND DIVISIONS

Commercial Editing Department

Jan C. Schimek.....Commercial Editor
Donald I. Ball.....Assistant Commercial Editor
Dr. Arthur Jersild,
Consultant on Children's Programs

Construction and Building Operations Department

G. Stanley McAllister,
Director of Construction and Building Operations
John R. Carey..Supervisor of Building Operations
C. R. Jacobs.....Manager of Construction

General Engineering Department

Edwin King Cohan,
Director of General Engineering
Warren D. White,
Engineer in Charge of Radio-Frequency Division
Howard A. Chinn,
Engineer in Charge of Audio-Frequency Division

Legal Department

Julius Brauner.....General Attorney
Howard L. Hausman.....Attorney

Network Sales Department

William C. Gittinger,
Vice-President in Charge of Sales
Allyn Jay Marsh.....Assistant Sales Manager
William J. Fagan..... Assistant Sales Manager
J. J. Karol.....Market Research Sales Counsel
Charles E. Midgely, Jr....Sales Service Manager

Personnel Department

Francis C. Barton, Jr.....Personnel Manager

Program Department

Douglas Coulter.....Director of Broadcasts
Davidson Taylor.....Assistant Director of Broadcasts
Gerald Maulsby.....Assistant to Director of Broadcasts

Copyright Division

Jan Schimek.....Director of Copyright Division

Short Wave Broadcasting and Latin American Affairs

Edmund Chester,
Director of Broadcasting to Foreign Countries
William H. Fineshriber, Jr.,
Director of Short Wave Programs
Lawrence S. Haas.....Shortwave News Director
Terig Tucci.....Music Director & Arranger
Roberto Unanue.....Assistant Director of Latin American Relations
Wilbur Marcus.....Director of Publicity for Latin American Network

W67NY—FM Division

Arthur H. Hayes..Frequency Modulation Manager

Music Division

James H. Fassett.....Director of Music Division
William H. Brennan,
Assistant Director in Charge of Serious Music
Wendell Adams,
Assistant Director in Charge of Light Music
Lucille Singleton....Assistant Director in Charge of Vocalists and Auditions

Music Library Division

Julius Mattfield.....Director of Music Library

Public Affairs Division

Paul W. White.....Director of Public Affairs
Robert S. Wood,
Assistant Director of News Broadcasts
Everett Holles.....News Editor
William J. Slocum, Jr.
Director of Special Events and Sports
Helen Sioussat.....Director of Talks

Program Writing Division

Robert J. Landry....Director of Program Writing
Albert R. Perkins.....Manager of Staff Writers
John C. Turner.....Script Editor

Sound Effects Division

Walter R. Pierson,
Manager of Sound Effects Division
Max Uhlig.....Assistant Manager

Educational Division

Lyman Bryson.....Director of Education
Leon Levine,
Assistant Director of Educational Programs

Operations Department

James M. Seward.....Director of Operations
I. S. Becker.....Assistant Director of Operations
Leroy Passman,
Asst. to the Director of Operations
Harriet Hess.
Supervisor of Program Typing Division
Hugh A. Cowham,
Commercial Engineer in Charge of Traffic
A. H. Peterson.....Traffic Manager

Publicity Department

George Crandall.....Director of Publicity
Arthur Perles.....Assistant Director of Publicity
James Kane . . Assistant To the Director of Publicity
Michael J. Fish..Manager Photographic Division
Melvin Spiegel.....Trade News Editor
Anne Harding..Manager of Publicity Service Div.

Radio Sales

J. Kelly Smith.....General Sales Manager
Howard Meighan,
Eastern Sales Manager, New York
Ole G. Morby..Account Executive, San Francisco
Roger K. Huston...Manager, Los Angeles Office
Royal Penny.....Representative, Charlotte
Carter Ringlep.....Representative, St. Louis

Research Department

John K. Churchill.....Director of Research
Oscar Katz.....Assistant Director of Research
Charles H. Smith..Assisatnt Director of Research

CBS Reference Library

William C. Akerman,
Director of CBS Reference Library

Sales Promotion Department

Paul M. Hollister.....Vice-President in Charge
of Advertising and Sales Promotion
John Fox.....Manager of Production
Thomas D. Connolly,
Director of Program Promotion
George R. Dunham...Supervisor of Promotion for
Owned and Operated Stations
Louis Hausmans.....Supervisor of Presentation
Harry O'Brien.....Art Director

Station Relations Department

H. V. Akerberg,
Vice-President in Charge of Station Relations
J. G. Gude.....Station Relations Manager
Jerome Sill.....Manager of Station Service
William A. Schudt, Jr.
Eastern Division Field Manager
Howard Lane....Central Division Field Manager
Edwin Buckalew..Western Division Field Manager

Television Department

Gilbert Seldes...Director of Television Programs
Dr. Peter C. Goldmark.Chief Television Engineer
Worthington Miner.....Manager of Television

Treasury Department

Frank K. White.....Vice-President & Treasurer
Samuel R. Dean,
Assistant Treasurer & Comptroller
Arthur S. Padgett.....Auditor
W. J. Flynn.....Assistant Comptroller
Lester C. Merrick.....Assistant Comptroller
John E. Forsander.....Purchasing Agent
Albert H. Bryant, Manager of Mail and Files
& Mimeograph Division

New York City

WABC, 485 MADISON AVE.

Arthur Hull Hayes.....General Manager
George W. Allen.....Program Director
Henry Grossman,
Eastern Division Operations Engineer
& Chief Engineer of WABC
Jules Dundes.....Sales Promotion Manager
Beverly M. Middleton.....Sales Manager
J. E. Doyle.....Publicity Director

Chicago

410 NO. MICHIGAN AVE.

H. Leslie Atlass.....Vice-President, Chicago
J. L. Van Volkenburg....Assistant to Mr. Atlass
L. F. Erikson.....Western Sales Manager
Walter Preston.....Acting Program Director
Stuart Dawson.....Assistant Program Director
J. Kelly Smith.....Sales Manager
John B. Moser.....Attorney
Frank B. Falknor,
Central Division Operations Engineer
& Chief Engineer of WBBM
J. V. McLoughlin..Accountant & Office Manager
Shepard Chartoc.....Director of Publicity
Urban Johnson.....Chief Sound Technician
James Crusinberry.....News Editor
King Park.....Sales Promotion Manager

Washington

WJSV, EARLE BLDG.

Earl H. Gammons,
Director of Washington Office
Kenneth L. Yourd.....Attorney

Carl Burkland.....General Manager
William D. Murdock..Assistant General Manager
John Heiney.....Program Director
Robert S. Wood.....Director of Public Affairs
Clyde Hunt.....Chief Engineer
Harry R. Crow.....Accountant

Minneapolis

WCCO, 625 SECOND AVE., S.

Austin E. Joscelyn.....General Manager
Alvin Sheehan.....Assistant General Manager
H. S. McCartney.....Chief Engineer
Emmett J. Heerdt, Jr.....Accountant
Sam H. Kaufman,
Sales Promotion & Publicity Manager

St. Louis

KMOX, 401 SOUTH TWELFTH BLVD.

Merle S. Jones.....General Manager
Arthur Casey.....Assistant to Manager
Wendell B. Campbell 2nd.....Sales Manager
Harry Harvey.....Chief Engineer
Jerry Hoekstra.....Public Events
Robert F. DeVoe.....Accountant
Carter Ringlep.....Representative, Radio Sales
William Zalkin.....Publicity Director

Pacific Coast
Los Angeles Office

KNX, COLUMBIA SQUARE

D. W. Thornburgh...Vice-President, Los Angeles
George L. Moskovics.Director of Sales Promotion
Charles D. Ryder, Jr.....Accountant
Lester Bowman,
Western Division Operations Engineer
& Chief Engineer of KNX
Clifton Jones.....News Editor
Hal Hudson.....Program Director
Andy Kelly,
Publicity Director, Columbia Pacific Network
Fox Case,
Director of Special Events & Public Events
J. Archie Morton...Servicing Network Programs
Russ Johnston.....Program Manager
Ben Paley.....Production Manager
Harry W. Witt.....Sales Manager
Roger Huston.....Manager, Radio Sales
Alan Cormack.....Traffic Manager

San Francisco Office

PALACE HOTEL

Arthur J. Kemp..Sales Manager, Pacific Network
Wayne Steffner..Account Executive,KNX Sales

Charlotte, N. C.

WBT, WILDER BLDG.

A. D. Willard, Jr.....General Manager
Royal E. Penny.....Sales Manager and
Account Executive, Radio Sales
Chas. H. Crutchfield.....Program Director
James Beloungy.....Chief Engineer
William M. Parker.....Sales Promotion Manager
John S. Knell.....News Editor
Edward J. DeGray.....Accountant

Boston

WEEI, 182 TREMONT ST.

Harold E. Fellows.....General Manager
Kingsley Horton.....Sales Manager
Lloyd G. del Castillo.....Program Director
Walter Stiles, Jr.....Chief Engineer
John J. Murray.....Accountant
Raymond G. Girardin.....Production Manager
Marie Houlahan.....Publicity Director

Foreign Staff

Edward R. Murrow.....London
Paul Manning.....London
Bob Trout.....London
John Daly.....London
Charles Collingwood.....Algiers
Bernard Valery.....Stockholm
Gunner Raulsson.....Reykjavick, Iceland
Farnsworth Fowle.....Cairo, Egypt
Chester Morrison.....Cairo, Egypt
William P. Downs.....Moscow
George Moorad.....Sydney, Australia
James Stewart.....Chungking, China
Webley Edwards.....Honolulu, Hawaii
William J. Dunn....Sydney-Melbourne, Australia
George Mourad.....Australia
Herbert Clark.....Buenos Aires
Alex Garcia.....Havana
Carlos Tellez.....Havana
Luis Alcivar.....Guayaquil, Ecuador
Sergio Perez.....Ecuador
Jorge Mantillas.....Quito, Ecuador
Jack Fendell.....Canal Zone
Franklin Whaite.....Caracas, Venezuela
John Adams.....Rio de Janeiro
Charles Griffin.....Santiago, Chile
Claude Guyant.....Lima, Peru
John Vebber.....Asuncion, Paraguay
Norman Stines.....La Paz, Bolivia
Willig Guillerez.....La Paz, Bolivia
Joel Nystrom.....Montevideo, Uruguay
William Gilman.....Juneau, Alaska
Dan Lundberg.....Mexico
Quentin Pope.....Wellington, New Zealand
Peter Muir.....New Delhi, India
Robinson McLean.....Toronto
Howard K. Smith.....Berne, Switzerland

Columbia Broadcasting System

WABC, New York
WBBM, Chicago
WBT, Charlotte, N. C.
WCCO, Minneapolis
WJSV, Washington
KMOX, St. Louis
KNX, Los Angeles
WEEI, Boston

MUTUAL BROADCASTING SYSTEM

W. E. MacFARLANE

ON December 7, 1941, the Mutual Broadcasting System sent a wire to the President of the United States, pledging its wholehearted cooperation in war. The pledge has been fulfilled. During 1942 Mutual broadcast 1,913 programs devoted to the war effort, exclusive of the straight news features. The 1,913 programs consumed 721 hours of time on the network and accounted for approximately 10 per cent of the entire year's program operations.

Effective Programming

The 10 per cent of the programming time throughout the year will seem to be all the more impressive when I state that Mutual was careful to present its major war effort programs at the key listening hours so that they could do the most good and reach the greatest number of listeners. A check-up reveals that the vast majority of the 1,913 programs were broadcast on the network during the peak listening hours between 6 p. m. and 11 p. m. Some of these programs have become well established in the minds of radio listeners. Such features as "This Is Our Enemy," "American Forum of the Air," "Stars and Stripes in Britain," "American Eagle Club," "Anchors Aweigh," "Halls of Montezuma," "Saturday Night Bondwagon" and "Our Morale" are all heard over the Mutual network regularly at peak listening hours.

While helping tremendously with the war effort through morale building and recruiting broadcasts, Mutual has maintained its reputation as the leader in the field of sports and news broadcasting.

Additional and new news commentators have come to Mutual in 1942. In addition to such well known commentators as Gabriel Heatter, Fulton Lewis, Jr., and John B. Hughes, Mutual in 1942 added Raymond Clapper, Upton Close, and Sidney Moseley to its network.

Foreign Fields

Nor was Mutual lacking in enterprise in bringing several important scoops from foreign fields. Mutual was the first to broadcast a recording of General MacArthur's address to news reporters on his arrival in Australia. Mutual was the first to broadcast Captain Eddie Rickenbacker's return to San Francisco from the South Pacific.

The expansion of the Mutual network has been continuous since its inception in 1934 when it began its existence with a four-station hookup. Today Mutual can deliver more than 200 stations for a commercial broadcast. October, 1942, saw a completion of the program undertaken to obtain guaranteed time outlets in markets previously unavailable so that the Mutual network for the first time was able to satisfy advertiser's demands for both satisfactory major market coverage as well as secondary coverage.

New MBS President

As one of the organizers of Mutual, I have found it a most pleasant and stimulating experience to have served as its president since the inception of the network in 1934. With Mutual's network coverage and basic operational plan now firmly established, I am happy to turn over the responsibilities of the office to Mutual's first paid president, Mr. Miller McClintock, well known as a counsellor in advertising and organization work.

Mr. McClintock's abilities joined with those of Mr. Alfred J. McCosker, president of WOR, who will continue as chairman of the Board of Mutual, assure further progress in our program of service to advertisers, the listening public and the nation. Towards this development I shall be pleased to contribute as chairman of the Executive Committee.

The appointment of Mr. McClintock will not change the underlying principles of the Mutual network, but it will give to the Mutual network what its growth now demands, and that is the undivided attention of an able executive who will direct all of its activities under the policies laid down by the Executive Committee and the Board of Directors.

As for the next 12 months, Mutual will continue to stay on a wartime schedule while seeking to render better service to its clients of sponsored programs.

MUTUAL BROAD

BASIC STATIONS
O AFFILIATED STATIONS

NETWORK FACILITIES
AS OF JAN. 1, 1943

CASTING SYSTEM

MUTUAL Broadcasting System

Administrative Office
441 N. Michigan Ave., Chicago, Ill.
Phone, Superior 0100

New York Office
1440 Broadway, New York, N. Y.
Phone, PEnnsylvania 6-9600

Officers

President.....Miller McClintock
Chairman of Board of Directors, Alfred J. McCosker
Chairman of Executive Committee W. E. Macfarlane
Executive Vice-President..Theodore C. Streibert
Executive Vice-President...Lewis Allen Weiss
Executive Vice-President.....J. E. Campeau
Executive Secretary-Treasurer...E. M. Antrim
General Manager.....Fred Weber
Sales Manager.....Edward W. Wood, Jr.
Auditor.....Miles E. Lamphiear

Staff

Director of Advertising Promotion Robert A. Schmid
Assistant Director of Advertising Promotion James Tyler
Assistant Sales Manager.....John R. Latham
Program Service Manager..Adolph J. Opfinger
Assistant Program Service Manager Harold Wagner
Publicity Director.....Lester Gottlieb
Traffic Manager.....Andrew Poole
Director of Special Features & Sports Tom Slater
Assistant Director of Special Features & Sports Paul Jonas
Sales Representative.....Sidney P. Allen
Sales Representative.....Robert J. Smith
Sales Representative.....Harry Trenner
Sales Representative.....Thomas Harker
Sales Representative.....Ade Hult
Sales Service.....George M. Chambers
Statistician.....Richard E. Puff
Midwestern Sales Promotion Coordinator Don Pontius
London and Foreign Representative, John S. Steele

Branch Offices

Detroit.....Union Guardian Bldg.
Cincinnati.....Alms Hotel
Boston.....21 Brookline Ave.
Cleveland.....Terminal Tower
Los Angeles.....Don Lee Bldg.
San Francisco.....1000 Van Ness Ave.
England.....Coulsdon, Surrey

Directors

E. N. Antrim
Willet Brown
Hope Barroll, Jr.
H. K. Carpenter
Leonard Kapner
W. E. Macfarlane
Alfred J. McCosker
John Shepard III
Theodore C. Streibert
Lewis Allen Weiss
I. R. Lounsberry

Executive Committee

W. E. Macfarlane.....WGN, Chicago
Theodore C. Streibert.....WOR, New York
John Shepard, III.....Yankee Network
Lewis Allen Weiss Don Lee Broadcasting System
H. K. Carpenter.....WHK-WCLE, Cleveland

Foreign Staff

London.....John Steele, Stanley Korman
North Africa....Arthur Mann, John Thompson
Cairo.....Leslie Nichols
Sydney, Australia.....Stanley Quinn
Honolulu.....Owen Cunningham

NATIONAL BROADCASTING COMPANY

NILES TRAMMELL

THE broadcasting industry has reason to be proud of its contributions to the war effort in 1942. Beginning with Pearl Harbor, the nation's radio stations dedicated their facilities to the first task of keeping the American people advised on the activities of Government and the progress of our armed forces. Because of this extensive treatment of news highlights, our people have been better informed on democracy's fight for freedom than the population of any country on the globe.

Newscasting Abroad

Broadcasting as we know it today, did not exist in the first World War, but with the advent of the current conflict, it had been developed to a point where it could make itself one of the vital factors in the successful prosecution of modern warfare. Since the declaration of war late in 1941, radio reporters have been present at every important military event. At the beginning of 1943, NBC alone has 25 news representatives spotted in vital foreign centers and with our advanced armed units. Never before in the history of this country, thanks to radio, have the people been apprised so promptly and accurately of events that are certain to play an important part in their future lives.

While extending the facilities to present these overseas broadcasts, NBC has maintained the high quality of its morale-building programs originating in this country.

For many years prior to the war, NBC was expanding its short wave facilities according to a definite long-range plan. New and more powerful transmitters were placed in operation to carry the American story to the far corners of the earth. At the same time, the staff of the network's international division was enlarged to handle the growing number of newscasts and messages delivered in the various languages of the countries to which the broadcasts were beamed. When all short wave facilities were leased to the OWI and the Office of the Coordinator of Inter-American Affairs, early in November, NBC was scheduling daily programs in ten languages. Since then, this impressive coverage has been continued and in some instances extended, with NBC contributing its programming resources to aid Government agencies in providing the most effective broadcasts to our neighboring countries and Allies.

Network Expansion

NBC's service to listeners and network affiliates was greatly extended in 1942. The addition of 10 stations brought to 140 the total outlets available to NBC's clients. Twenty-nine national advertisers contracted for 125 or more NBC affiliated stations for each of their broadcasts, and the list is growing constantly. The volume of business placed with NBC in 1942 reached the highest figure in the network's history.

In successive polls of listeners' program preferences, conducted by radio publications and established survey organizations, NBC's programs have been consistent top winners. One of these surveys conducted in mid-December by C. E. Hooper, Inc., revealed that the first 11 programs were NBC and that 32 out of the first 50 were heard over NBC outlets. Comparable domination was shown in the polls and surveys carried out by RADIO DAILY, Fame, Motion Picture Daily, the Cleveland Plain Dealer, the New York World-Telegram and Crossley.

Any review of radio's contributions in 1942 to the continuance of the American way of life would be incomplete without a mention of the industry's cooperation with Government. Since the first of 1942, NBC's allocation of time to war effort programs has increased steadily, from 25 hours in January to 95 hours in November during the past year.

Radio began the year 1943 with the largest audience in its history. More receiving sets are in operation and more people are listening to their favorite programs. Plans, already under way at NBC, and by the industry in general, will key 1943 broadcasts even more closely to the needs of the people in wartime, thereby assuring the continued advance in effectiveness that has characterized the growth of the American broadcasting system.

NATIONAL BROAD

• Not available due to war conditions

NETWORK FACILITIES
AS OF JAN. 1, 1943

ASTING COMPANY

NIGHTTIME MERCHANDISE-ABLE AREA*

*This map does not define the limits of WLW coverage, which extends into portions of several additional states. It indicates the 38 markets in which advertising over WLW enjoys a high degree of merchandise-ability with the retailers and wholesalers who move your merchandise.

Here's truly one of the world's largest markets: over 12 million souls who buy more drug and food products than are sold in New York's five boroughs and the City of Chicago combined. And WLW has a weighted average of 48.7%† of the audience in 25 major cities of the area.

†Based on Hooper Mid-Winter WLW Area rating 1942; a weighted average figure which does not represent the size of our audience in any one city.

WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLEY CORPORATION

NATIONAL
Broadcasting Company

30 Rockefeller Plaza, New York City
(Telephone number, CIrcle 7-8300)

Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

Angell, James Rowland
Braun, Arthur E.
Cutler, Bertram
Dawes, Charles G.
Dunn, Gano
Harbord, James G.
Harden, Edward W.
McGrady, Edward F.
Millhauser, DeWitt
Mullen, Frank E.
Nally, Edward J.
Sarnoff, David
Trammell, Niles

ADVISORY COUNCIL

Young, Owen D., Chairman

Angell, James R.
Belmont, Mrs. August
Coffin, Henry Sloan
Compton, Karl
Comstock, Ada
Damrosch, Walter
Davis, John W.
Farrell, Francis D.
Green, William
Harbord, James G.
Sarnoff, David
Smith, Alfred E.

Officers

Sarnoff, David.....Chairman of the Board
Trammell, Niles .....President
Mullen, Frank E.,
Vice-President & General Manager
Ashby, A. L...Vice-President & General Counsel
Egner, C. Lloyd.....Vice-President
Hanson, O. B.....Vice-President
Hedges, William S.....Vice-President
Kopf, Harry C.....Vice-President
Mason, Frank E.....Vice-President
Menser, Clarence.....Vice-President
Royal, John F.....Vice-President
Russell, Frank M.....Vice-President
Strotz, Sidney N.....Vice-President
Witmer, Roy C.....Vice-President
Horn, C. W.....Assistant Vice-President
MacDonald, John H.,
Vice-President in charge of
Finance and Assistant Secretary
Teichner, R. J.....Treasurer
MacConnach, Lewis .....Secretary
Pfautz, C. E.....Assistant Secretary

DEPARTMENTS AND DIVISIONS

Executive Offices

Trammell, Niles ..... President
Mullen, Frank E.
Vice-President & General Manager
Almonte, J. deJara ..... Assistant to President
Angell, James Rowland .. Public Service Counselor
MacDonald, John H... Vice-President in charge of Finance and Assistant Secretary
Morgan, Clayland T. ..... Assistant to President
Myers, J. Robert ..... Budget Officer

Continuity Acceptance Department

Helffrich, Stockton ..... Editor

Controller's Department

McKeon, Harry F. ..... Controller
Kelly, Harold M. ..... Assistant Controller
McGeachie, Hugh R. ..... Assistant Controller

Engineering Department

Hanson, O. B... Vice-President and Chief Engineer
Clarke, William A.,
Manager of Technical Services
Guy, R. F. ..... Radio Facilities Engineer
McElrath, George ..... Operating Engineer
Rackey, C. A... Audio & Video Facilities Engineer
Shelby, R. E. ..... Development Engineer
Wankel, F. A. ..... Eastern Division Engineer

General Service Department

Lowell, Edward M. ..... Manager
Caswell, Theodore D.
Manager of Office Services Division
Monahan, George .. Manager of Protection Division

Guest Relations Department

Rittenhouse, Paul ..... Manager
Petersen, Victor .... Assistant Manager in charge of Tour Promotion

Information Department

Dale, Albert E. ..... Director of Information
Barnard, Anita
Manager of Correspondence Division

International Relations-Television-New Developments

Royal John F. ..... Vice-President In Charge

Development and Research

Horn, C. W... Assistant Vice-President In Charge
International Shortwave Department
Bate, Fred ..... Manager

Television Department

Kersta, Noran E. ..... Manager of Television

Legal Department

Ashby, A. L... Vice-President & General Counsel
Graham, R. H. ..... Attorney-Hollywood
Ladner, Henry ..... Attorney
McDonald, J. A. ..... Attorney—Chicago
Myers, R. P. ..... Attorney
Wright, Gordon, Zachry, Parlin & Cahill
New York & Washington Counsel

National Spot Sales Dept.

McConnell, James V. ..... Manager
Tilenius, William O. ..... Assistant Manager
Roux, William C. ..... Assistant Manager

News & Special Events Dept.

Brooks, William ..... Director
Mack, Lathrop ..... Head of Special Events
McCall, Francis ..... Manager of Operations
Schneider ..... News Editor

Personnel Department

de la Ossa, Ernest ..... Personnel Director

Press Department

McKay, John ..... Manager
Bragdon, E. L. ..... Trade Press News Editor

Program Department

Menser, Clarence L.
Vice-President in charge of Programs
Almonte, J. de Jara ..... Night Program Manager
Belviso, Thomas H. ..... Manager, Music Library
Black, Frank ..... General Music Director
Brainard, Bertha
Assistant to Vice-President, Manager of Program Sales
Chotzinoff, Samuel... Manager of Music Division
Damrosch, Walter ..... Music Counsellor
Kelly, Patrick J. ..... Supervisor of Announcing
Knopfke, Frederick G.
Supervisor of Sound Effects
Shervey, Helen
Manager Central Booking & Business Office
Stern, William ..... Director of Sports
Titterton, Lewis H. ..... Manager of Script
Wright, Wynn ..... Program Manager
O'Keefe, Lester
Manager of the Production Division

Promotion & Advertising Department

Brown, Charles B.
Director of Promotion & Advertising
Bisson, Harold E.
Manager of Promotion Production
Ecclesine, Joseph
Manager Network Sales Promotion
Kuhn, Irene... Coordinator of Program Promotion
Rumple, Barry T. .... Manager, Research Division
Webb, W. E. ..... General Promotion

Public Service Department

Miller, William Burke ..... Manager
Angell, James Rowland .. Public Service Counsellor
Cuthbert, Margaret
Director of Women's & Children's Programs
Fisher, Sterling
Assistant to Public Service Counsellor & Director of Inter-American University of the Air
Jordan, Max .... Director of Religious Broadcasts
Wagner, Jane ..... Assistant to Manager

Radio Recording Department

Egner, C. Lloyd.....Vice-President in Charge
Friedheim, Robert W.....Eastern Sales Manager
Hayes, Henry.....Business Manager
Parsons, Willis B.
Sales Promotion, Office & Assistant Sales Mgr.
Oscar C. Turner.....Program Director

Sales Department

Witmer, Roy C.....Vice-President In Charge
Frey, George H.....Sales Service Manager
Greene, F. Melville.....Sales Traffic Manager
Hitz, Edward R.,
Assistant To The Vice-President In Charge
Showerman, I. E.....Eastern Sales Manager

Stations Departments

Hedges, William S..V-P in Charge of Stations
Woolley, Easton C.....Asst. to Vice-President in charge of Stations
Hickox, Sheldon B., Jr..Mgr. of Station Relations
Mathew, Steere.....Asst. Mgr., Traffic Dept.
Woodman, Harry A.....Mgr., Traffic Dept.
Facilities Development & Research
Merryman, Philip I.....Co-Director

Operated Stations

Station Managers

CLEVELAND, OHIO
Pribble, Vernon H., Manager, Station WTAM
DENVER, COLO.
MacPherson, James R., Manager, Station KOA
WASHINGTON, D. C.
Smith, Carlton D., Manager, Station WRC

Treasurer's Department

Teichner, R. J.....Treasurer
Bloxham, William D.....Purchasing Agent
Terwilliger, C. C....Mgr., Credit & Collections

WEAF

Gregory, Sherman D.....Manager
Blood, Leighton H.....Press Representative

Central Division—Chicago

Merchandise Mart
Phone: Superior 8300

Kopf, H. C.....Vice-President and Manager
Carlson, Emmons C....Sales Promotion Manager
Chizzini, Frank.....Manager of Radio Recording
Livezey, Henry D.....Evening Manager
Fry, Kenneth D.....Director of Special Events
Golder, Frank.....Program Traffic Supervisor
Guilbert, Robert M.
Editor Continuity Acceptance Department
Herbuveaux, Jules.....Program Manager
Kaney, A. W.
Manager Stations Relations Department
Luttgens, Howard C....Central Division Engineer
McCluer, Paul.....Sales Manager
McDonald, J. A.....Attorney
Morton, Oliver
National Spot & Local Sales Manager & Special Sales Representatives—Westinghouse Stations
Murphy, William J.....Continuity Editor
Ray, William B.....Manager of Press Relations
Waller, Judith C...Director, Public Service Dept.
Whalley, John F.....Business Manager

Western Division—Hollywood

Sunset Blvd. & Vine St.
Phone: Hollywood 6161

Strotz, Sidney N.....Vice-President in Charge
Berend, Frank.....Sales Manager
Bock, Harold.....Manager of Press Relations
Dellett, F. V.....Auditor
Ford, Frank.....Sales Promotion Manager
Frost, Lewis.....Assistant to Vice-President
Gale, Paul .....Traffic Supervisor
Graham, R. H.....Attorney
Hendricks, Robert...Manager of Guest Relations
Pierce, Jennings.....Mgr. of Public Service & Station Relations Department
Richardson, Harvey...Mgr. of Recording Division
Saxton, A. H.....Western Division Engineer
Seltzer, Fred C., Jr..Manager, National Spot Sales
Swallow, John.....Program Manager
Williams, Wendell .....Continuity Editor
San Francisco
Elwood, John.....Manager, KPO

Washington, D. C.

14th St. & New York Ave.
Phone: Republic 4000

Russell, Frank M.....Vice-President in Charge
Coldenstroth, R. G.....Auditor
Cooper, Donald E.....Acting Engineer in Charge
Eid, Leif
In charge of News, Press & Special Events
Shawn, Fred.....Assistant Manager
Smith, Carleton E.....Manager

Foreign Representatives

Archinard, Paul .....Switzerland
Richardson, Stanley .....England

Stations Owned and Operated by the

NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned, managed, operated and programmed by NBC
WMAQ	Chicago	Owned, managed, operated and programmed by NBC
WRC	Washington	Owned, managed, operated and programmed by NBC
WTAM	Cleveland	Owned, managed, operated and programmed by NBC
KPO	San Francisco	Owned, managed, operated and programmed by NBC
KOA	Denver	Owned, managed, operated and programmed by NBC

☆ KEYSTONE ☆
Broadcasting System

Headquarters

580 Fifth Avenue
New York, N. Y.
Phone, LOngacre 3-2221

Officers & Directors

President .....Michael M. Sillerman
Vice-President .....Arthur Wolf
Vice-President .....William Wolf
Secretary-Treasurer .....Sidney J. Wolf

Offices

New York

580 Fifth Avenue
Phone, LOngacre 3-2221

President .....Michael M. Sillerman
Director of Station Relations....Mort Adams
Sales & Promotion Consultant.....Alvin Austin
Continuity .....Wilva Davis
Traffic Manager .....C. Roberts
Account Executive .....Albert F. Dykes
Account Executive .....Noel Rhys

Chicago

134 North La Salle St.
Chicago, Ill.
Phone, State 4590

Secretary-Treasurer .....Sidney J. Wolfe
Accountant-Statistician...Leonard H. Davidson
Sales Manager .....Naylor Rogers

Hollywood

6331 Hollywood Blvd.
Phone, HEmpstead 0460

Program Director .....Pegot Waring
Continuity .....Dean Owen
Music Copyrights .....Sylvia Young

Keystone Broadcasting System is a transcription network principally covering secondary markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network included 204 affiliated stations. The Network supplies its stations with 84 fully scripted sustaining shows per week filling 4 hours per day, seven days each week, to a total of twenty-eight hours per week.

This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the secondary markets intensively by means of electrical transcription in a single transaction.

The System offers its facilities in blocks of time from one hour down to fifteen minute periods, and also makes available spot periods of five minutes duration down to twenty-five word "chain breaks."

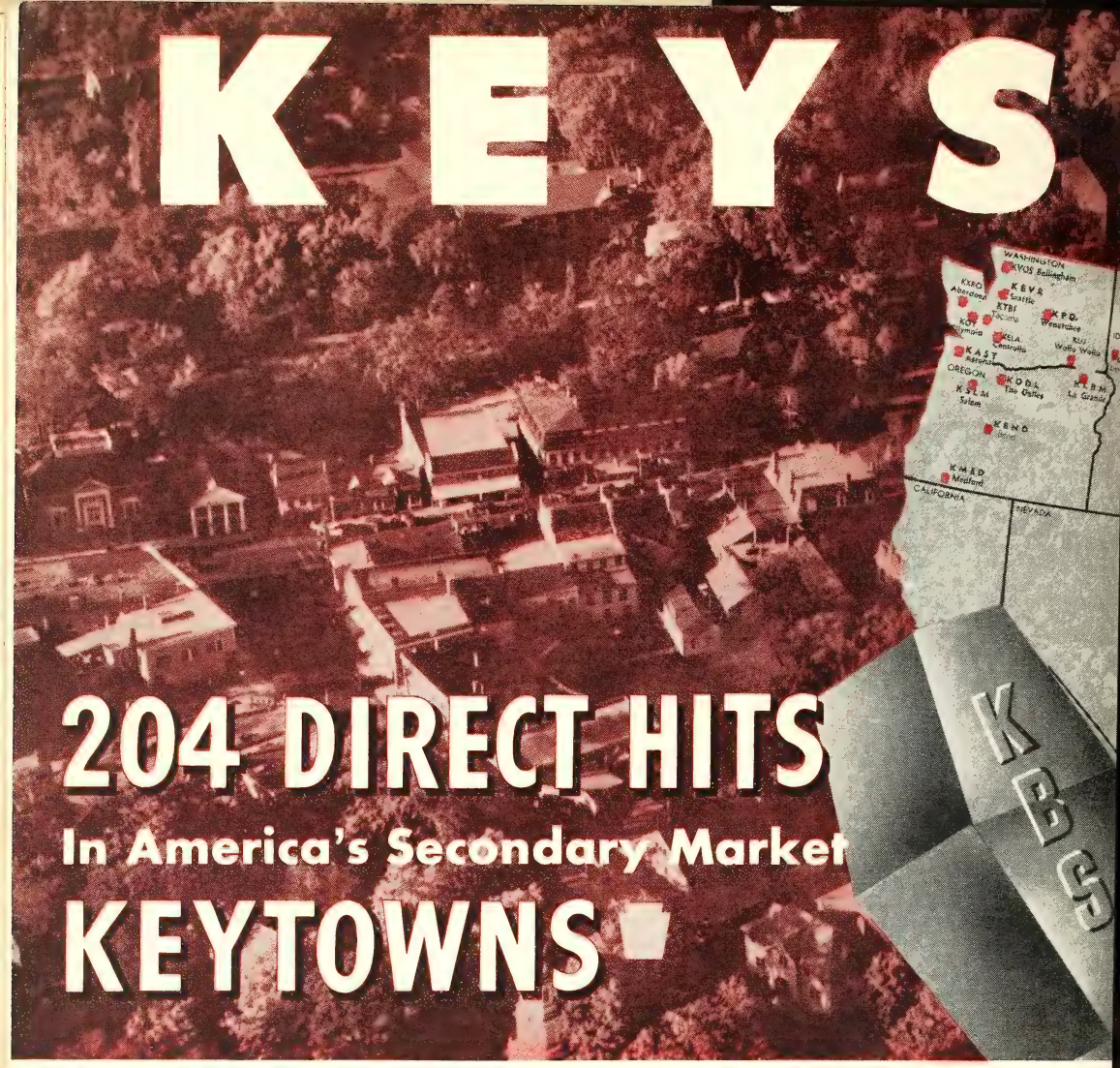
YOUR 1943 SECOND FRONT

KEYSTONE

Capture of KBS small-town markets now a MUST!

Here's news on the home front—as staggering as the news of the North African invasion: There's been a dynamic upheaval in American business — an entirely new sales picture. It sweepingly reverses the old one. Today the sales increase in small stores in small towns is as much as *four times greater* than the increase in the big, metropolitan cities. (Latest '42-'43 surveys prove this. They will be submitted on request.) The all-time high of farmers' spendable income — 5 billion dollars net — is one of the main reasons. *Rationing* and *buying at home* are other vital ones. ★ Up to now, YOU, the network advertiser, have been satisfied with the "laissez faire" attitude—"use the major networks and cover *all*." Now, that will no longer do. First, because you don't cover *all*. (Latest FCC surveys put 1/3 of the nation beyond dependable major wired network coverage.) Second, because the small towns now are more active and more important than ever before. No longer can you be off-hand about small towns. Today you must take a strong, vigorous OFFENSIVE on that vital second front. You must cultivate the small town and small store markets — keep abreast of brand developments there — guard your consumer franchise there. Your salesmen and wholesalers can't go there personally as they could heretofore. So you've got to go there yourself, via Radio — yes, via KEYSTONE radio, the lowest per capita cost in broadcasting history. We'll show you the evidence — the record of performance. In the face of this nationwide sales shift you can't afford NOT ACTING on this — in this crucial fighting year of survival, 1943.

See Next Page



204 DIRECT HITS

In America's Secondary Market

KEYTOWNS

As 1943 bows in, events have opened up a second front of broadcasting activity for America's national advertisers. This vital secondary radio market of small communities and rural trading areas is dominated by the affiliated stations of the Keystone transcription network. 204 in number, from coast-to-coast, they represent *204 direct hits* in America's secondary market *KEYTOWNS*. They top the list of areas for increased spending in the general business shift of 1943. There is not a near-miss in the Keystone "air-force". They are, in practically every case, your first and only approach to these secondary market areas. ★ For Keystone delivers radio service to the "uncovered one-third" of America—those areas shown in latest F.C.C. surveys and reports to be outside of dependable network coverage. KBS fills in the gaps in this nation-wide network coverage, helping to remove the blind spots which caused government authorities to deplore the heretofore conclusive fact that "millions of persons receive no adequate network service under existing conditions." Now Keystone has plugged these gaps in country-wide broadcasting service by its specialized coverage into secondary market areas, serving small urban

TONE

communities, their adjacent areas as well as their rich rural, and agricultural environs. ★ Check the Keystone Victory Package to capture these Keytowns. One transaction—instead of 204 separate deals — one over-all group price to carry your successful invasion into the secondary markets at *mass coverage costs.* Yes, by means of a grouping of facilities into a streamlined cross-country transcription system, minus the costs of lines, a new economic principle has been established in broadcasting. It enables you to cover the small towns and sparse areas at no more (and in many cases less) than the per capita cost of covering the country's metropolitan and densely populated areas in the major markets. ★ *Investigate the Keystone "Related Coverage Analysis" for a customized plan of supplementing your current station list without duplication into the virtually promotion-neglected secondary markets. Also, send for the KBS coverage map, based on an independent survey, rate card and station list. Use coupon below.*

Please send the following KBS material:

1. Related Coverage Analysis
2. Coverage Map
3. Rate Card
4. Station List

Name .....

Address .....

City ..... State .....

By .....

KEYSTONE TRANSCRIPTION NETWORK

SERVING 69,000,732 POPULATION or 52.4% of the United States through 204 local Affiliated Stations—Coast-to-Coast

	TOTAL AREA	PRIMARY AREA	INTENSE AREA
Population	69,000,732	31,673,145	19,073,072
Radio Homes	14,248,835	6,475,986	3,732,412
Total Retail Stores	777,200	411,900	247,130
Annual Retail Sales	$15,329,324,000	$ 8,173,758,000	$5,023,782,000
Total Food Stores	219,183	126,306	72,277
Annual Food Sales	$ 3,778,070,100	$ 2,153,500,000	$1,227,453,000
Total General Stores	36,288	23,332	7,770
Annual General Store Sales	$ 855,093,700	$ 547,800,000	$ 180,786,000
Total General Mdse. Stores	27,600	12,430	7,458
Annual General Mdse. Sales	$ 1,997,111,100	$ 898,700,000	$ 539,278,000
Total Eating & Drinking Places	122,441	70,650	40,698
Annual Eating and Drinking Sales	$ 1,108,027,500	$ 631,575,400	$ 359,998,000
Total Drug Stores	26,967	14,631	7,627
Annual Drug Sales	$ 658,400,000	$ 355,577,000	$ 184,900,000
Annual Wages Earned	$ 8,618,581,000	$ 4,276,414,000	$2,565,848,400
Farmers	16,140,913	10,660,644	6,396,386
Total Farms	5,247,300	2,361,300	1,428,879
Value of Farms*	$28,090,410,200	$12,740,684,600	$7,664,410,800

Based on Walter P. Burn & Associates Survey

Sources: (a) Consumer Market Data Handbook (1940); (b) United States Census (1940); (c) Census of Business, 1941.

**U. S. farmers are more prosperous than ever before. Their over-all income for 1942 amounted to 18 billion dollars—45% over 1941—a billion more than World War I. After paying all expenses, taxes, interest, etc., the farmer will have at least 5 billion dollars—free and clear—to spend in 1943. This record-breaking farm cash income is now focused upon America's Keytowns, dominated by the KBS affiliated stations.*

Wire, write or phone for a representative to call. Let us help you launch your 1943 second front and capture the vital secondary markets.

THIS IS THE KEYSTONE BROADCASTING SYSTEM

Clip this coupon, place in envelope and mail to KBS headquarters addressed to: 580 Fifth Avenue, New York City.

NEW YORK
580 Fifth Avenue
Lo. 3-2221

CHICAGO
134 No. LaSalle St.
State 4590

HOLLYWOOD
6331 Hollywood Blvd.
Hempstead 0460

REGIONAL NETWORKS

Arizona Broadcasting Co.

(ABC Network)
711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161

PERSONNEL

President.....R. B. Williams
Manager .....Dick Lewis
Commercial Manager.....Dick Heath
Promotion Manager.....K. M. Pennington

STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KCRJ, Jerome; KWJB, Globe KYCA, Prescott.

BRANCH OFFICE

48 East Broadway, Tucson, Ariz.
Phone 3703

Executive In Charge.....R. B. Williams

NATIONAL REPRESENTATIVE

Paul H. Raymer Company

★

The Arizona Network

836 N. Central Ave., Phoenix, Ariz.
Phone: 4-4144

PERSONNEL

General Manager.....H. A. Safford
Business Manager.....Albert D. Johnson
KOY Commercial Manager.....J. L. Hogg
Program Director.....J. R. Williams
Chief Engineer.....R. B. Thompson
KTUC Manager.....Lee Little
KSUN Manager.....Carleton Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Douglas.

NATIONAL REPRESENTATIVE

John Blair & Company

★

Arrowhead Network

WEBC Bldg., Duluth, Minn.

PERSONNEL

General Manager.....W. C. Bridges
Sales Manager.....T. W. Gavin
Promotion Manager.....H. H. Sonnenberg
WMGF Manager.....Harry Hyett
WHLB Manager.....Greg Rouleau

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.

REPRESENTATIVE

George P. Hollingbery Co.

★

Atlantic Coast Network, Inc.

501 Madison Ave., New York, N. Y.
Phone: PLaza 3-1535

PERSONNEL

President .....Harold A. Lafount
General Manager.....Edward Codel
Director of Promotion.....Hartley Samuels
Traffic Manager.....Sylvia Kaliel

STATIONS

WNEW, New York, N. Y.; WCOP, Boston, Mass.; WFIC, Providence,Pawtucket, R. I.; WNBC, Hartford, Conn.; WELI, New Haven, Conn.; WPEN, Philadelphia, Pa.; WFBR, Baltimore, Md.; WWDC, Washington, D. C.; WJEJ, Hagerstown, Md.; WBOC, Salisbury, Md.

BRANCH OFFICE

1000 Connecticut Ave., Washington, D. C.
Phone: NAtional 7203

Manager.....G. Bennett Larson

★

Blue Ridge Network

Poinsett Hotel, Greenville, S. C.
Phone: Greenville 362

PERSONNEL

Manager.....B. T. Whitmire

STATIONS

WFBC, Greenville, S. C.; WISE, Asheville, N. C.; WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn.

REPRESENTATIVE

Weed & Company

★

Central States Broadcasting System

Omaha (Nebr): Omaha National Bank Bldg.
Phone: Jackson 7626
Lincoln (Nebr.): Hotel Lincoln
Phone: 2-3214

PERSONNEL

President.....Frank D. Throop
General Manager.....Don Searle
Sales Manager .....Arthur J. Weaver
Manager, Lincoln Office.....Jud Woods
Chief Engineer.....Mark Bullock

STATIONS

KFAB, Lincoln; KOIL, Omaha; KFOR, Lincoln.

REPRESENTATIVE

Edward Petry & Co., Inc.

★

Connecticut Broadcasting System

270 Atlantic St., Stamford, Conn.
Phone: Stamford 4-7575

PERSONNEL

President.....Harold H. Meyer
Secretary-Treasurer.....James T. Milne
Director.....Harold Thomas
Director.....Richard Davis
Director.....Gerald Morey
Director.....Levon Thomas

STATIONS

WNBC, Hartford; WNAB, Bridgeport; WATR, Waterbury; WSRR, Stamford; WNLC, New London; WELI, New Haven.

REPRESENTATIVES

Headley-Reed Co. (Atlanta, Detroit, Chicago, New York, San Francisco, Los Angeles)
Bertha Bannan (Boston)

★

The Cowles Group

Des Moines Register and Tribune Building,
Des Moines, Ia.
Phone: 3-2111

PERSONNEL

President .....Gardner Cowles, Jr.
Vice-President.....John Cowles
Vice-President and Treasurer....Luther L. Hill
Vice-President .....Sumner Quarton
Vice-President.....Craig Lawrence
Vice-President.....Phil Hoffman
National Sales Manager.....H. T. Enns
Com. Manager (Des Moines).....Robert Dillon
Com. Manager (Cedar Rapids).W. B. Quarton
Com. Manager (Yankton).....Phil Hoffman

STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT, Waterloo-Cedar Rapids; WNAX, Yankton-Sioux City.

BRANCH OFFICES

Paramount Theater Bldg., Cedar Rapids, Ia.
Manager.....Sumner Quarton
Russell Lamson Hotel, Waterloo, Ia.
Manager.....Don E. Inman
Gurney Bldg., Yankton, S. D.
Manager.....Phil Hoffman
Orpheum Theater Bldg., Sioux City, Ia.
Manager.....Ed La Grave

NATIONAL REPRESENTATIVE

The Katz Agency

Corn Belt Wireless Rebroadcasting Service

c/o WHO, Des Moines, Ia.
Phone: 3-7147

PERSONNEL

Vice-President.....J. O. Maland
Sales Manager.....Hale Bondurant
Program Director.....Harold Fair
Technical Supervisor.....Paul A. Loyet

STATIONS

Basic: WHO, Des Moines; WOC, Davenport; KMA, Shenandoah.

This is not a network but a service supplied by WHO, Des Moines, providing for rebroadcasting, without the use of lines, by other stations in the Middle West that can consistently pick up and rebroadcast its signal.

NATIONAL REPRESENTATIVE

Free & Peters, Inc.

★

Daniel Boone Regional Network

410 State St., Bristol, Tenn.-Va.
Phone: Dial WOPI

PERSONNEL

Traffic Manager.....W. A. Wilson
WKPT General Manager.....Jess Swicegood
WISE General Manager.....Harold Thoms

STATIONS

WOPI, Bristol, Tenn.-Va.; WISE, Asheville, N. C.; WKPT, Kingsport, Tenn.

REPRESENTATIVES

Burn-Smith Co. (New York and Chicago)
Harry E. Cummings (Jacksonville, Fla.)

★

Don Lee Broadcasting System

5515 Melrose Ave., Hollywood, Calif.
Phone: Hollywood 8111
San Francisco office: 1000 Van Ness Ave.

PERSONNEL

V-P & General Manager....Lewis Allen Weiss
V-P & Assistant General Manager
Willet Brown
General Sales Manager.....Sydney Gaynor
Program Director.....Van Newkirk
Production Manager.....David Young
Publicity Director.....Fair Taylor

STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo.

Northern California: KFRC, San Francisco; KMYC, Marysville; KHSL, Chico; KVCV, Redding; KYOS, Merced; KDON, Monterey; KIEM, Eureka; KFRE, Fresno.

Northwest (Oregon): KRNR, Roseburg; KALE, Portland; KFJI, Klamath Falls; KORE, Eugene; KOOS, Marshfield; KAST, Astoria.

Northwest (Washington): KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham;

KXRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Lonview; KFIO, Spokane.

NATIONAL REPRESENTATIVE
John Blair & Co.

★

Foothills Group

1000 Southam Bldg., Calgary, Alberta, Canada
Phone: R 1036

PERSONNEL

General Manager.....H. R. Carson
Manager (Calgary).....Bert Cairns
Manager (Lethbridge).....N. E. Botterill
Manager Edmonton).....G. S. Henry
Manager (Grand Prairie).....C. L. Barry

STATIONS

CFAC, Calgary; CJOC, Lethbridge; CJCA, Edmonton; CFGP, Grande Prairie.

BRANCH OFFICES

Marquis Hotel, Lethbridge, Alberta, Canada
Phone: 3872
Birks Bldg., Edmonton, Alberta, Canada
Phone: 26131
Grande Prairie, Alberta, Canada
Phone: 153

NATIONAL REPRESENTATIVE
Weed & Co.; All-Canada Radio Facilities, Ltd.

★

Georgia Broadcasting System

(Selling Group; not available as a network)
P. O. Box 270, Columbus, Ga.
Phone: Columbus 2-0601
Atlanta Office: Henry Grady Bldg.
Phone Walnut 4377

PERSONNEL

Executive Manager.....J. W. Woodruff, Jr.
Sales Manager (Atlanta).....G. C. Jones, Jr.

STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC, Albany.

NATIONAL REPRESENTATIVE
Spot Sales, Inc.

★

Georgia Major Market Trio

Atlanta Office: Forsyth Bldg.
Phone: Walnut 8441
Macon Office: 666 Cotton Ave.
Phone: 3131-2
Savannah Office: 516 Abercorn St.
Phone: 2-127-8-9

PERSONNEL

General Manager (WGST).....C. H. Calhoun
General Manager (WMAZ).....E. K. Cargill
General Manager (WTOC.....W. T. Knight

STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

REPRESENTATIVE
The Katz Agency

Golden West Network

Russ Bldg., San Francisco, Calif.
Phone: Exbrook 2093

PERSONNEL

President.....Eleanor McClatchy
Manager.....David H. Sandeberg

STATIONS

KFBK, Sacramento; KSFO, San Francisco; KWG, Stockton; KMJ, Fresno; KERN, Bakersfield; KMPC, Los Angeles; KFSD, San Diego; KFOX, Long Beach; KTMS, Santa Barbara; KXO, El Centro; KPRO, Riverside; KOH, Reno, Nev.

REPRESENTATIVE
Paul H. Raymer Co.

★

Kansas State Network

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.
Phone: Harrison 1161

PERSONNEL

Sales Manager.....Don Davis
Program Co-Ordinator.....John Wahlstedt

EXECUTIVE COMMITTEE

Ray Linton (KFBI); Owen Balch (KSAL); J. Nelson Rupard (KTSW); Clem Morgan (KVGB); John Schilling (WHB).

STATIONS

WHB, Kansas City (Mo.); KFBI, Wichita; KSAL, Salina; KTSW, Emporia; KVGB, Great Bend.

★

The Lone Star Chain

Medical Arts Bldg., Fort Worth, Texas
Phone: 3-1234

PERSONNEL

Managing Director.....James W. Pate
Operating Committee.....Harold V. Hough, Chairman; O. L. Taylor, Tilford Jones.

STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston; KRIS, Corpus Christi; KTSA, San Antonio; KRGV, Weslaco; KGNC, Amarillo; KFDM, Beaumont (supplementary).

NATIONAL REPRESENTATIVES
Howard H. Wilson Co.

★

Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.
Phone 5252

PERSONNEL

General Manager.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Promotion-Traffic Manager, Paul O. Rodenhauser
Technical Director.....J. E. Mathiot

STATIONS

WORK, York, Pa.; WDEL, Wilmington, Del.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WILM, Wilmington, Del.; WKBO, Harrisburg, Pa.

NATIONAL REPRESENTATIVE
Paul H. Raymer Co.

Michigan Radio Network

Operated by the King-Trendle Broadcasting Corp.
Stroh Bldg., Detroit, Mich.
Phone: Cherry 8321

PERSONNEL

President-Treasurer.....George W. Trendle
Secretary-General Manager.H. Allen Campbell
Vice-President.....John H. King

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WOOD-WASH, Grand Rapids.

REPRESENTATIVE

Paul H. Raymer Co.

★

Mountain & Plain Network

Albany Hotel, Denver, Colo.
Phone: Keystone 0178

PERSONNEL

Sales Manager.....Gene O'Fallon
Manager of Station Relations....Frank Bishop

STATIONS

KFEL, Denver; KFKA, Greeley, Colo.; KFXJ, Grand Junction, Colo.

★

Mutual-Intermountain Network

c/o KLO, Ogden, Utah
Phone: 5721

PERSONNEL

General Manager.....George C. Hatch
KOVO Manager.....Arch Madsen
KEUB Manager.....Jack Richards
Advertising-Promotion Manager...Louis Haller
Public Relations Director.....Arthur Gaeth
Production Manager.....Jack Riaska
Chief Engineer.....W. D'Orr Cozzens

STATIONS

KLO, Ogden-Salt Lake City; KOVO, Provo; KEUB, Price; KSUB, Cedar City (part-time).

BRANCH OFFICES

248 S. Main St., Salt Lake City, Utah
Phone: 5-2831

In Charge.....Louis Haller

REPRESENTATIVE

Joseph Hershey McGillvra, Inc.

★

New England Regional Network

26 Grove St., Hartford, Conn.
Phone: Hartford 2-3181

PERSONNEL

Chairman.....Paul W. Morency

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WFEA, Manchester, N. H.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company

North Central Broadcasting System, Inc.

Commodore Hotel, St. Paul, Minn.
Phone: Dale 6595

PERSONNEL

President-General Manager.....John W. Boler
Vice-President.....Howard S. Johnson
Secretary .....E. Iverson
Production Manager.....Donn Clayton

STATIONS

KVFD, Fort Dodge, Ia.; WJMS, Ironwood, Mich.; KATE, Albert Lea, Minn.; KVOX, Fargo-Moorhead, Minn.; KGDE, Fergus Falls, Minn.; WMFG, Hibbing, Minn.; WLOL, Minneapolis-St. Paul, Minn.; WHLB, Virginia, Minn.; KWLM, Willmar, Minn.; KWNO, Winona, Minn.; KGCU, Bismarck-Mandan, N. D.; KDLR, Devils Lake, N. D.; KILO, Grand Forks, N. D.; KSJB, Jamestown, N. D.; KLPM, Minot, N. D.; KABR, Aberdeen, S. D.; WATW, Ashland, Wisc.; WEAU, Eau Claire, Wisc.; WDSM, Superior, Wisc.

BRANCH OFFICE

La Salle-Wicker Bldg. Chicago, Ill.

★

Northern Broadcasting & Publishing, Ltd.

Thomson Bldlg., Timmins, Ont., Canada
Phone: 500

PERSONNEL

President.....R. H. Thomson
Secretary-Treasurer.....S. F. Chapman
General Manager.....Jack K. Cooke
Manager (CKGB).....T. Morrow
Manager (CJKKL).....A. Rogerson
Manager (CFCH) .....Cliff Pickrem
Manager (CKRN).....J. Legault
Manager (CKVD).....L. Godin
Manager (CHEX).....H. Cooke
Manager (CKWS).....J. Davidson

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CKVD, Val D'Or, Que.; CHAD, Amos, Ont.; CKRN, Rouyn-Noranda, Que.; associated with CKWS, Kingston, Ont.; and CHEX, Peterborough, Ont.

BRANCH OFFICE

307 Victory Bldg., Toronto, Ont., Canada
Manager.....R. Leslie
310 Keefer Bldg., Montreal, Que., Canada
Manager.....H. G. Burley

★

Northland Network

c/o Radio Station WDGY, Minneapolis, Minn.
Phone: Bridgeport 7777; Midway 6363

PERSONNEL

Commercial Manager (WDGY)..Lee L. Whiting
Commercial Manager (WDSM)...R. D. Kennedy

STATIONS

WDSM, Duluth-Superior, Wisc.; WDGY, Minneapolis, Minn.

NATIONAL REPRESENTATIVE

William G. Rambeau Co.

Northwest Network

c/o KSTP, Hotel Saint Paul, St. Paul, Minn.
Phone, Cedar 5511
Sales Office: c/o KSTP, Hotel Radisson, Minneapolis, Minn.
Phone: Bridgeport 3222

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Sales Manager.....Ray C. Jenkins

STATIONS

KSTP, St. Paul, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.

NATIONAL REPRESENTATIVE
Edward Petry & Co.

★

Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel
Oklahoma City, Okla.
Phone: 2-3291
c/o KTUL, 320 S. Boston Ave., Tulsa, Okla.
Phone 2-3191

PERSONNEL

Manager (KOMA).....Kenyon Brown
Manager (KTUL).....John Esau

NATIONAL REPRESENTATIVE
Free & Peters, Inc.

★

The Oklahoma Network

2004 Ramsey Tower, Oklahoma City, Okla.
Phone: 3-8352

PERSONNEL

President-Managing Director..Robert D. Enoch
Vice-President.....Tams Bixby, Jr.
Secretary-Treasurer.....Milton B. Garber
Managing Director.....Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa; KVSO, Ardmore.

NATIONAL REPRESENTATIVE
Radio Advertising Corp.

★

Pacific Broadcasting Co.

914 Broadway, Tacoma, Wash.
Phone: Main 4144

PERSONNEL

General Manager.....Carl E. Haymond
Commercial Manager.....J. A. Murphy
Traffic Manager.....John K. Clarke
Auditor.....Paul F. Benton

STATIONS

Oregon: KALE, Portland; KFJI, Klamath Falls; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene; KAST, Astoria; KWIL, Albany.
Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KFIO, Spokane; KRKO, Everett; KXRO, Aberdeen; KWLK, Longview.
Idaho: KWAL, Wallace.

REPRESENTATIVE
John Blair & Co.

★

The Pennsylvania Network

1622 Chestnut St., Philadelphia, Pa.
Phone Locust 7700

PERSONNEL

Manager.....Leon Levy

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WERC, Erie; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WKST, New Castle; KDKA, Pittsburgh; WJAS, Pittsburgh; KQV, Pittsburgh; WCAE, Pittsburgh; WRAW, Reading; WARM, Scranton; WGBI, Scranton; WKOK, Sunbury; WJPA, Washington; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAK, Williamsport; (Harrisburg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).

★

Quaker Network

Widener Bldg., Philadelphia, Pa.
Phone; Rittenhouse 6900

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

WFIL, Philadelphia; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.

★

Radio Programas de Mexico

Ayuntamiento No. 54; P. O. Box 1324
Mexico City, Mexico
Phones: L-13-73; J-29-01; 12-65-44

PERSONNEL

President.....Emilio Azcarraga
Manager.....Clemente Serna Martinez

STATIONS

Key Stations: XEW-XEWW, Mexico City, Mex.; XEQ-XEQQ, Mexico City, Mex.
Affiliated Stations: XEKJ, Acapulco, Gro.;

XEBI, Aguascalientes, Ags.; XELY, Aguascalientes, Ags.; XEJT, Celaya, Gto.; XEBA, C. Guzman, Jal.; XEP, C. Juarez, Chih.; XEBJ, C. Victoria, Tamps.; XEA, Campeche, Camp.; XECW, Córdiba, Ver.; XESA, Culiacan, Sin.; XEBL, Culiacan, Sin.; XEFI, Chihuahua, Chih.; XEBU, Chihuahua, Chih.; XEE, Durango, Dgo.; XEMA, Fresnillo, Zac.; XEDK, Guadalajara, Jal.; XEHL, Guadalajara, Jal.; XEBH, Hermosillo, Son.; XEHQ, Hermosillo, Son.; XEBO, Irapuato, Gto.; XEJA, Jalapa, Ver.; XERZ, León, Gto.; XERW, León, Gto.; XER, Linares, N. L.; XECF, Los Mochis, Sin.; XEOX, Los Mochis, Sin.; XEAM, Matamros, Tamps.; XERJ, Mazatlán, Sin.; XEME, Mérida, Yuc.; XEFC, Mérida, Yuc.; XEDW, Minatitlán, Ver.; XEI, Morelia, Mich.; XELQ, Morelia, Mich.; XEFB, Monterrey, N. L.; XEMR, Monterrey, N. L.; XEGL, Navojoa, Son.; XEFE, Nuevo Laredo, Tamps.; XEAX, Oaxaca, Oax.; XETQ, Orizaba, Ver.; XEJR, Parral, Chih.; XEMU, Piedras, Negras, Coah.; XEHR, Puebla, Pue.; XEJX, Querétaro, Qro.; XEBX, Sabinas, Coah.; XEDE, Saltillo, Coah.; XEKS, Saltillo, Coah.; XECS, San Luis Potosí, S. L. P.; XEBM, San Luis Potosí, S. L. P.; XES, Tampico, Tamps.; XETU, Tampico, Tamps.; XETS, Tapachula, Chis.; XERK, Tepic, Nay.; XEXT, Tepic, Nay.; XEBP, Torreon, Coah.; XETL, Tuxpan, Ver.; XEUF, Uruapan, Mich.; XEHV, Veracruz, Ver.; XEU, Veracruz, Ver.; XEGC, Zamora, Mich.

★

South Central Quality Network

Address Individual Stations

PERSONNEL

Manager (WMC).....H. W. Slavick
Manager (WJDX).....Wiley Harris
Manager (WSMB).....H. Wheelahan
Manager (KARK).....G. E. Zimmerman
Manager (KWKH).....John C. McCormack
Manager (KTBS).....John C. McCormack

STATIONS

WMC, Memphis, Tenn.; WJDX, Jackson, Miss.; WSMB, New Orleans, La.; KARK, Little Rock, Ark.; KWKH, Shreveport, La.; KTBS, Shreveport, La.

★

Southern Minnesota Network

c/o KYSM, 101 N. Second St., Mankato, Minn.
c/o KATE, Albert Lea, Minn.
c/o KROC, 100 First Ave. Bldg., Rochester, Minn.

PERSONNEL

KYSM Manager.....John F. Meagher
KATE Manager.....Ed. L. Hayek
KROC Manager.....Gerald H. Wing

STATIONS

KATE, Albert Lea, Minn.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.

NATIONAL REPRESENTATIVE
The Foreman Company

The Southern Network, Inc.

Radio Bldg., Walnut & Short Sts.
Lexington, Ky.
Phone 1721

PERSONNEL

President.....Gilmore N. Nunn
Vice-President.....J. Lindsay Nunn
Secretary-Treasurer.....Warren G. Davis
Production Manager.....Ted Grizzard
Chief Engineer.....Sanford Helt
Manager (WKRC).....Hulbert Taft, Jr.
Manager (WGRC).....S. A. Cisler
Manager (WSIX).....Jack M. Draughon
Manager (WCMI).....Warren G. Davis
Manager (WLAP).....Ted Grizzard

STATIONS

WLAP, Lexington, Ky.; WCMI, Ashland, Ky. (Huntington, W. Va.); WGRC, New Albany, Ind. (Louisville, Ky.); WSIX, Nashville, Tenn.; WKRC, Cincinnati, Ohio.

REPRESENTATIVE
Burn-Smith Co., Inc.

★

The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

PERSONNEL

Manager (WFAA).....Martin Campbell
Manager (WBAP).....George Cranston
Manager (WOAI).....Hugh A. L. Halff
Manager (KPRC).....Kern Tips

STATIONS

WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston.

NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.

★

Texas State Network

1201 West Lancaster Ave., Fort Worth, Texas
Phone: 3-9363

PERSONNEL

President.....Ruth G. Roosevelt
General Manager.....Gene L. Cagle
Vice-President.....Robert K. Hanger
Assistant General Manager.....L. L. Graham
Merchandising Director.....L. R. Duffy
Program Director.....George Erwin
Chief Accountant.....D. C. Hornburg
Traffic Manager.....Forrest Clough
Chief Engineer.....Truett Kimzey

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland; KRRV, Sherman-Denison; KPLT, Paris; KNOW, Austin; KABC, San Antonio; KVWC, Vernon; KTEM, Temple; WRR, Dallas; KFYO, Lubbock; KFDA, Amarillo; KCMC, Texarkana; WACO, Waco.

NATIONAL REPRESENTATIVE
Weed & Co.

Tri-City Stations of Virginia

Allied Arts Bldg., Lynchburg, Va.
Phone: 3032

PERSONNEL

Manager.....Philip P. Allen
Program Director.....Katherine Grasty

STATIONS

WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville.

★

West Virginia Network

1016 Lee St., Charleston, W. Va.
Phone: 28-131

PERSONNEL

President.....John A. Kennedy
Managing Director.....Howard L. Chernoff
Comptroller.....P. E. Evans
Sales Manager.....Marshall Rosene
Promotion Manager.....Jeanne Sprague
Program Director.....William J. Adams
Director of War Programs.....Virgil L. Schmit
Chief Announcer.....Joseph Herget
Musical Director.....Leah Perry
Chief Engineer.....Odes Robinson
WBLK Manager.....George Blackwell
WPAR Manager.. George Clinton
WSAZ Manager Flem J. Evans

STATIONS

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg; WSAZ ,Huntington.

NATIONAL REPRESENTATIVE

The Branham Co.

★

Wisconsin Network, Inc.

Wisconsin Rapids, Wisc.

PERSONNEL

President.....W. F. Huffman
Program Director.....Bert Mulroy

STATIONS

WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBL, Sheboygan; WHBY, Appleton; WFHR, Wisconsin Rapids; KFIZ, Fond du Lac; WSAU, Wausau; Associate Stations: WEMP, Milwaukee; WTAQ, Green Bay.

BRANCH OFFICES

333 N. Michigan Ave., Chicago, Ill.
Phone, RANdolph 6225
19 West 44th St., New York, N. Y.
Phone: VAnderbilt 6-5080

★

The Yankee Network

21 Brookline Ave., Boston, Mass.
Phone: Commonwealth 0800

PERSONNEL

Chairman of Board-General Manager
John Shepard 3rd
President .....William O'Neil
Executive Vice-President.....Linus Travers
Vice-President.....Robert T. Bartley
Controller .....Robert P. Ide
Assistant Controller.....Harold F. Wright
Station and Sales Relations...Gerald Harrison
Sales Executive.....William H. Eynon
Editor, Yankee Network News Service,
Robert Myers
Director of Merchandising and Promotion,
James S. Powers
Director of Merchandising,
Carleton C. McVarish
Director of Publicity.....Gertrude Lanza
Director of Special Events....Fred McLaughlin
Chief Engineer.....Irving Robinson
Program Director.....Eleanor Geer
Production Director.....George Steffy

EXECUTIVE COMMITTEE

William O'Neil, Chairman; John Shepard 3rd, Vice-Chairman; James W. Haggerty.

BOARD OF DIRECTORS

William O'Neil; Loren Angus McQueen; Samuel Smith Poor; James W. Haggerty; John Shepard 4th; Henry Linus Travers.

STATIONS

WNAC, Boston; WTHT, Hartford; WEAN, Providence; WAAB, Worcester; WICC, Bridgeport; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAL, Greenfield; WCOU, Lewiston and Auburn; WBRK, Pittsfield; WSYB, Rutland, Vt.; WATR, Waterbury, Conn.; WEIM, Fitchburg; WHYN, Holyoke.

BRANCH OFFICES

604 State Mutual Bldg., Worcester, Mass.
Phone: Worcester 6-1411
Sales Manager.....Mrs. Dorothy B. Robinson
Crown Hotel, Providence, R. I.
Phone: DEXter 1500
WEAN Manager.....Malcolm S. Parker
Hotel Stratfield, Bridgeport, Conn.
Phone: Bridgeport 6-1121
WICC Manager.....Joseph Lopez

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Z Net

P. O. Box 1956, Butte, Montana
Phone: 22-3-44

PERSONNEL

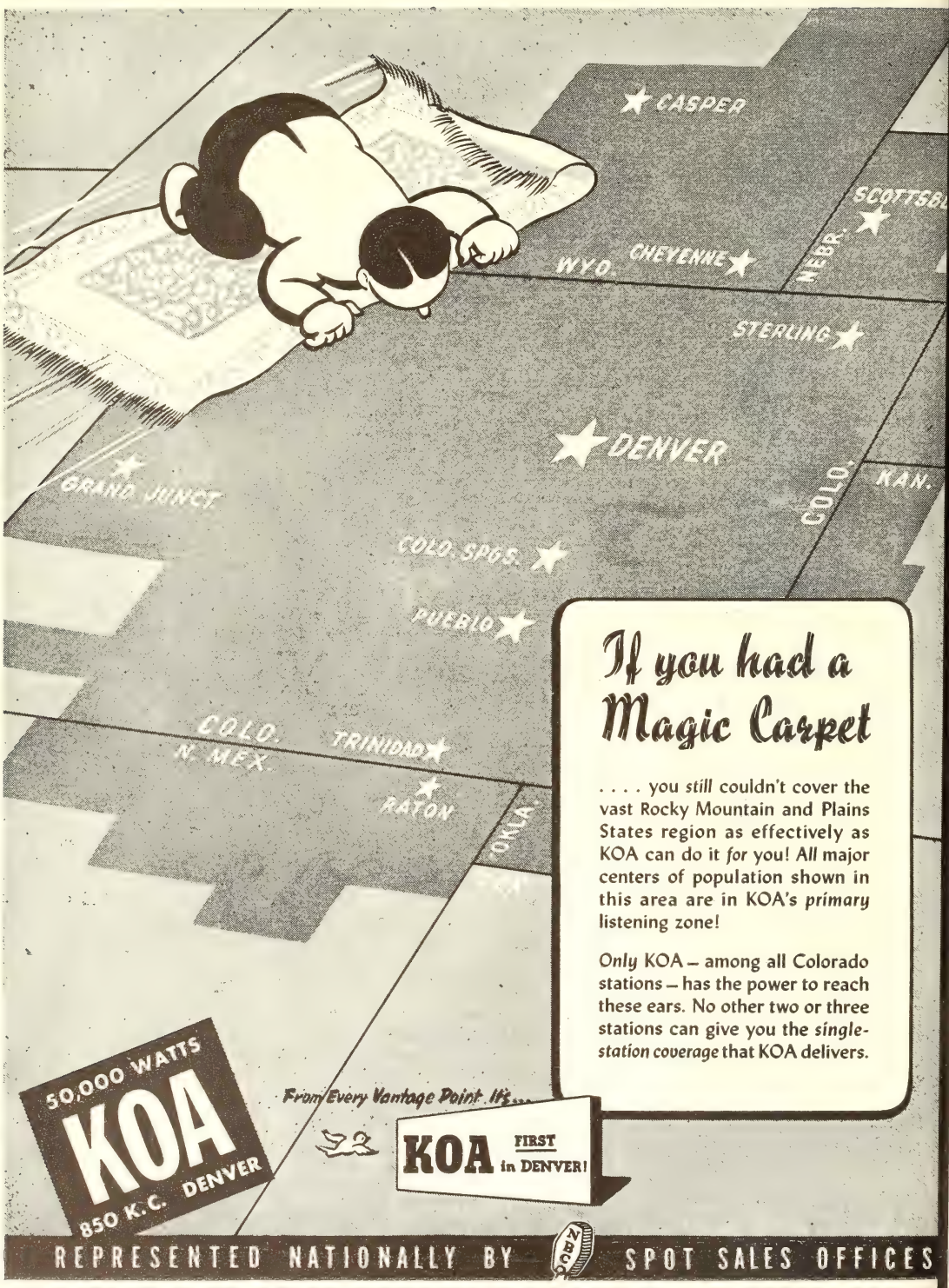
Manager.....E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

NATIONAL REPRESENTATIVE

The Walker Co.


CASPER
SCOTTSBL
NEBR.
WYO.
CHEYENNE
STERLING
DENVER
COLO.
KAN.
GRAND JUNCT.
COLO. SPGS.
PUEBLO
COLO.
N. MEX.
TRINIDAD
RATON
OKLA.
If you had a Magic Carpet
. . . . you still couldn't cover the vast Rocky Mountain and Plains States region as effectively as KOA can do it for you! All major centers of population shown in this area are in KOA's primary listening zone!
Only KOA – among all Colorado stations – has the power to reach these ears. No other two or three stations can give you the single-station coverage that KOA delivers.
50,000 WATTS
KOA
850 K.C. DENVER
From Every Vantage Point It's...
KOA FIRST in DENVER!
REPRESENTED NATIONALLY BY
NBC
SPOT SALES OFFICES

STATIONS

of the United States

Standard Stations

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Standard Stations — Alphabetically By Call Letter With Index To Detailed Information

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Standard Stations — Alphabetically By City With Their National Network Affiliations

INDEX OF THE
STANDARD STATIONS
OF THE UNITED STATES

Call Letter—City—Power in Watts—Frequency in Kilocycles (as determined by North American Regional Broadcasting Agreement) —Page Number Providing Complete Station Information

Key to Abbreviations: C.P.—Construction Permit; d—daytime; n—night.

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Tex.	1450	250	576
KABR	Aberdeen, S. Dak.	1420	5000	559
KADA	Ada, Okla.	1230	250	527
KALB	Alexandria, La.	1240	250	427
KALE	Portland, Ore.	1330	5000	534
KAND	Corsicana, Tex.	1340	250	569
KANS	Wichita, Kans.	1240	250	423
KARK	Little Rock, Ark.	920	5000	353
KARM	Fresno, Calif.	1430	5000	357
KASA	Elk City, Okla.	1240	100	528
KAST	Astoria, Ore.	1230	250	532
KATE	Albert Lea, Minn.	1450	250	449
KAVE	Carlsbad, N. M.	1240	250	477
KBIX	Muskogee, Okla.	1490	250	528
KBIZ	Ottumwa, Ia.	1240	250	417
KBKR	Baker, Ore.	1490	250	532
KBND	Bend, Ore.	1340	250	532
KBON	Omaha, Nebr.	1490	250	467
KBPS	Portland, Ore.	1450	100	534
KBST	Big Spring, Tex.	1490	100	568
KBTM	Jonesboro, Ark.	1230	250	353
KBUR	Burlington, Ia.	1490	250	414
KBWD	Brownwood, Texas	1380	1000 d.; 500 n.	568
KCKN	Kansas City, Kan.	1340	250	419
KCMC	Texarkana, Ark.-Tex.	1450	250	577
KCMO	Kansas City, Mo.	1480	5000 d., 1000 n.	459
KCRC	Enid, Okla.	1390	1000	528
KCRJ	Jerome, Ariz.	1340	250	350
KDAL	Duluth, Minn.	610	1000	449
KDB	Santa Barbara, Calif.	1490	250	369
KDFN	Casper, Wyo.	1470	1000	602
KDKA	Pittsburgh, Pa.	1020	50000	547
KDLR	Devils Lake, N. Dak.	1240	250	513

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KDNT	Denton, Tex.	1450	100	570
KDON	Monterey, Calif.	1240	250	363
KDRO	Sedalia, Mo.	1490	250	463
KDTH	Dubuque, Ia.	1370	1000	416
KDYL	Salt Lake City, Utah	1320	5000	580
KECA	Los Angeles, Calif.	790	5000	358
KEEW	Brownsville, Texas	1490	250 d., 100 n.	568
KELA	Between Centralia and Chehalis, Wash.	1470	1000	587
KELD	El Dorado, Ark.	1400	250	352
KELO	Sioux Falls, S. Dak.	1230	250	560
KENO	Las Vegas, Nev.	1400	250	468
KERN	Bakersfield, Calif.	1410	1000	355
KEUB	Price, Utah	1450	250	579
KEVE	Everett, Wash.	1460	500	587
KEVR	Seattle, Wash.	1090	250	588
KEX	Portland, Ore.	1190	5000	534
KEYS	Corpus Christi, Texas	1490	250	569
KFAB	Lincoln, Nebr.	780	10000	466
KFAC	Los Angeles, Calif.	1330	1000	359
KFAM	St. Cloud, Minn.	1450	250	454
KFAR	Fairbanks, Alaska	610	5000	603
KFBB	Great Falls, Mont.	1310	5000	464
KFBC	Cheyenne, Wyo.	1240	250	602
KFBI	Wichita, Kans.	1070	5000 d., 1000 n.	423
KFBK	Sacramento, Calif.	1530	10000	366
KFDA	Amarillo, Tex.	1230	250	567
KFDM	Beaumont, Tex.	560	1000	568
KFEL	Denver, Colo.	950	5000	371
KFEQ	St. Joseph, Mo.	680	2500 d., 500 n. (C.P. 5000)	461
KFFA	Helena, Ark.	1490	250	353
KFGQ	Boone, Ia.	1260	250	414
KFH	Wichita, Kansas	1330	5000	423
KFI	Los Angeles, Calif.	640	50000	359
KFIO	Spokane, Wash.	1230	250	589
KFIZ	Fond Du Lac, Wisc.	1450	250	596
KFJB	Marshalltown, Ia.	1230	250	416
KFJI	Klamath Falls, Ore.	1240	100	533
KFJM	Grand Forks, N. Dak.	1440	1000 d., 500 n.	514
KFJZ	Fort Worth, Tex.	1270	5000	571
KFKA	Greeley, Colo.	910	1000	373
KFKU	Lawrence, Kansas	1250	5000 d., 1000 n.	421
KFMB	San Diego, Calif.	1450	250	368
KFNF	Shenandoah, Ia.	920	1000 d., 500 n.	417
KFOR	Lincoln, Nebr.	1240	250	466
KFOX	Long Beach, Calif.	1280	1000	358
KFPW	Fort Smith, Ark.	1400	250	352
KFPY	Spokane, Wash.	920	5000	590
KFQD	Anchorage, Alaska	790	250	603
KFRC	San Francisco, Calif.	610	5000	367
KFRE	Fresno, Calif.	1340	250	357
KFRO	Longview, Tex.	1370	1000	574

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KFRU	Columbia, Mo.	1400	250	457
KFSD	San Diego, Calif.	600	1000	367
KFSG	Los Angeles, Calif.	1150	2500 d., 1000 n.	360
KFUN	Las Vegas, N. M.	1230	250	477
KFUO	Clayton, (St. Louis) Mo.	850	5000	462
KFVD	Los Angeles, Calif.	1020	1000	360
KFVS	Cape Girardeau, Mo.	1400	250	457
KFWB	Los Angeles, Calif.	980	5000	360
KFXD	Nampa, Idaho	1230	250	396
KFXJ	Grand Junction, Colo.	920	1000 d., 500 n.	373
KFXM	San Bernardino, Calif.	1240	250	366
KFYO	Lubbock, Texas	1340	250	574
KFYR	Bismarck, N. Dak.	550	5000	513
KGA	Spokane, Wash.	1510	10000	590
KGB	San Diego, Calif.	1360	1000	367
KGBS	Harlingen, Texas	1240	250	572
KGBX	Springfield, Mo.	1260	5000	463
KGCU	Mandan, N. Dak.	1270	250	514
KGCX	Sydney, Mont.	1480	1000	465
KGDE	Fergus Falls, Minn.	1230	250 d., 100 n.	449
KGDM	Stockton, Calif.	1130	1000 (C.P. 1140 Kc.; 5000)	370
KGEK	Sterling, Colo.	1230	100	373
KGER	Long Beach, Calif.	1390	5000 d., 1000 n.	358
KGEZ	Kalispell, Mont.	1340	100 (C.P. 1460 Kc.; 1000)	464
KGFF	Shawnee, Okla.	1450	250	531
KGFJ	Los Angeles, Calif.	1230	100	360
KGFL	Roswell, New Mex.	1400	100	478
KGFW	Kearney, Nebr.	1340	250	466
KGFX	Pierre, S. Dak.	630	200	559
KGGF	Coffeyville, Kans.	690	1000 d., 500 n.	418
KGGM	Albuquerque, N. Mex.	1260	1000	477
KGHF	Pueblo, Colo.	1350	500	373
KGHI	Little Rock, Ark.	1230	250	353
KGHL	Billings, Mont.	790	5000	464
KGIR	Butte, Mont.	1370	5000	464
KGIW	Alamosa, Colo.	1450	250	371
KGKB	Tyler, Tex.	1490	250	577
KGKL	San Angelo, Tex.	1400	250	575
KGKO	Fort Worth, Tex.	570	5000	572
KGKY	Scottsbluff, Nebr.	1490	250	468
KGLO	Mason City, Ia.	1300	5000	416
KGLU	Safford, Ariz.	1450	250	351
KGMB	Honolulu, Hawaii	590	5000	604
KGNC	Amarillo, Tex.	1440	5000 d., 1000 n.	567
KGNF	North Platte, Nebr.	1460	1000	467
KGNO	Dodge City, Kans.	1370	1000 d., 250 n.	418
KGO	San Francisco, Calif.	810	7500	367
KGU	Honolulu, Hawaii	760	2500	604
KGVO	Missoula, Mont.	1290	5000 d., 1000 n.	465
KGW	Portland, Ore.	620	5000	535

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGY	Olympia, Wash.	1240	100	587
KHAS	Hastings, Nebr.	1230	250	466
KHBC	Hilo, Hawaii	1230	250	604
KHBG	Okmulgee, Okla.	1240	250	529
KHJ	Los Angeles, Calif.	930	5000	360
KHMO	Hannibal Mo.	1340	250	457
KHQ	Spokane, Wash.	590	5000	590
KHSL	Chico, Calif.	1290	1000 d., 500 n. (C.P. 1000)	356
KHUB	Watsonville, Calif.	1340	250	370
KICA	Clovis, New Mex.	1240	250	477
KICD	Spencer, Ia.	1240	100	418
KID	Idaho Falls, Idaho	1350	5000 d., 500 n.	396
KIDO	Boise, Idaho	1380	2500 d., 1000 n.	396
KIEM	Eureka, Calif.	1480	1000 Conditional	357
KIEV	Glendale, Calif.	870	250	357
KILO	Grand Forks, N. D.	1440	1000 d., 500 n.	514
KINY	Juneau, Alaska	1460	1000 (C.P. 5000)	603
KIRO	Seattle, Wash.	710	50000	588
KIT	Yakima, Wash.	1280	1000	591
KIUL	Garden City, Kans.	1240	100	419
KIUN	Pecos, Tex.	1460	100	575
KIUP	Durango, Colo.	1460	250	373
KJBS	San Francisco, Calif.	1100	500	368
KJR	Seattle, Wash.	1000	5000 (C.P. 50000)	588
KLBM	La Grande, Ore.	1450	250	533
KLCN	Blytheville, Ark.	900	1000	352
KLO	Ogden, Utah	1430	5000	579
KLPM	Minot, N. Dak.	1390	1000	514
KLRA	Little Rock, Ark.	1420	5000 (C.P. 1010 Kc.; SSA 1010 Kc., 10000 d.; 5000 n.)	355
KLS	Oakland, Calif.	1310	1000	363
KLUF	Galveston, Tex.	1400	250	572
KLX	Oakland, Calif.	910	1000	364
KLZ	Denver, Colo.	560	5000	372
KMA	Shenandoah, Iowa	960	5000 d., 1000 n. (C.P. 50000)	417
KMAC	San Antonio, Tex.	1240	250	576
KMBC	Kansas City, Mo.	980	5000	459
KMED	Medford, Ore.	1440	1000	534
KMJ	Fresno, Calif.	580	5000	357
KMLB	Monroe, La.	1230	250	428
KMMJ	Grand Island, Nebr.	750	1000	465
KMO	Tacoma, Wash.	1360	5000	590
KMOX	St. Louis, Mo.	1120	50000	461
KMPC	Beverly Hills, Calif.	710	10000	356
KMTR	Los Angeles, Calif.	570	1000	362
KMYC	Marysville, Calif.	1450	250	363
KMYR	Denver, Colo.	1340	250	372
KNEL	Brady, Tex.	1490	250 d., 100 n.	568
KNET	Palestine, Tex.	1450	100	574
KNOW	Austin, Tex.	1490	250	567
KNX	Los Angeles, Calif.	1070	50000	362

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KOA	Denver, Colo.	850	50000	372
KOAC	Corvallis, Ore.	550	5000 d., 1000 n.	533
KOAM	Pittsburg, Kans.	810	1000	421
KOB	Albuquerque, New Mex.	1030	10000 (C.P. 50000 S.S.A. 50000 d., 25000 n., 770 Kc.)	477
KOBH	Rapid City, S. Dak.	1400	250	559
KOCA	Kilgore, Tex.	1240	250	573
KOCY	Oklahoma City, Okla.	1340	250	529
KODL	The Dalles, Ore.	1230	250 d., 100 n.	533
KOH	Reno, Nev.	630	1000	468
KOIL	Omaha, Nebr.	1290	5000	467
KOIN	Portland, Ore.	970	5000	535
KOKO	La Junta, Colo.	1460	250	373
KOL	Seattle, Wash.	1300	5000	588
KOMA	Oklahoma City, Okla.	1520	5000	529
KOME	Tulsa, Okla.	1340	250	531
KOMO	Seattle, Wash.	950	5000	589
KONO	San Antonio, Tex.	1400	250	576
KOOS	Marshfield, Ore.	1230	250	534
KORE	Eugene, Ore.	1450	250	533
KORN	Fremont, Nebr.	1400	250	465
KOTN	Pine Bluff, Ark.	1490	250	355
KOVC	Valley City, N. Dak.	1490	250	515
KOVO	Provo, Utah	1240	250	579
KOWH	Omaha, Nebr.	660	500	467
KOY	Phoenix, Ariz.	550	1000	350
KPAB	Laredo, Tex.	1490	250	573
KPAC	Port Arthur, Tex.	1420	500	575
KPAS	Pasadena, Calif.	1110	10000 (C.P. 5000)	365
KPDN	Pampa, Tex.	1340	100	575
KPFA	Helena, Mont.	1240	250	464
KPHO	Phoenix, Ariz.	1230	250	350
KPLC	Lake Charles, La.	1490	250	428
KPLT	Paris, Tex.	1490	250	575
KPMC	Bakersfield, Calif.	1560	1000	355
KPO	San Francisco, Calif.	680	50000	368
KPOF	Denver, Colo.	910	1000	372
KPOW	Powell, Wyo.	1230	250	602
KPPC	Pasadena, Calif.	1240	100	365
KPQ	Wenatchee, Wash.	1490	250 (C.P. 560 Kc. 1000; S.S.A. 560 Kc., 1000 d., 500 n.)	591
KPRC	Houston, Tex.	950	5000	573
KPRO	Riverside, Calif.	1440	1000	366
KQV	Pittsburgh, Pa.	1410	1000	547
KQW	San Jose, Calif.	740	5000	369
KRBA	Lufkin, Tex.	1340	250	574
KRBC	Abilene, Tex.	1450	250	567
KRBM	Bozeman, Mont.	1450	250	464
KRE	Berkeley, Calif.	1400	250	356
KRGV	Weslaco, Tex.	1290	1000	578
KRIC	Beaumont, Tex.	1450	250	568
KRIS	Corpus Christi, Tex.	1360	1000	569

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KRJF	Miles City, Mont.	1340	250	465
KRKD	Los Angeles, Calif.	1150	2500 d., 1000 n.	362
KRKO	Everett, Wash.	1400	250 d., 100 n.	587
KRLC	Lewiston, Idaho	1400	250	396
KRLD	Dallas, Tex.	1080	50000	569
KRLH	Midland, Tex.	1230	250	574
KRMD	Shreveport, La.	1340	250	429
KRNR	Roseburg, Ore.	1490	250 d., 100 n.	537
KRNT	Des Moines, Iowa	1350	5000	415
KROC	Rochester, Minn.	1340	250	454
KROD	El Paso, Tex.	600	1000 d., 500 n.	570
KROS	Clinton, Ia.	1340	250	414
KROW	Oakland, Calif.	960	1000	364
KROY	Sacramento, Calif.	1240	100	366
KRRV	Sherman, Tex.	910	1000	577
KRSC	Seattle, Wash.	1150	1000	589
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	421
KSAL	Salina, Kans.	1150	1000	421
KSAM	Huntsville, Tex.	1490	250	573
KSAN	San Francisco, Calif.	1450	250	368
KSCJ	Sioux City, Ia.	1360	5000	417
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	461
KSEI	Pocatello, Idaho	930	1000 d., 250 n.	396
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	368
KSJB	Jamestown, N. D.	600	250 d., 100 n.	514
KSKY	Dallas, Texas	630	1000	570
KSL	Salt Lake City, Utah	1160	50000	580
KSLM	Salem, Ore.	1390	1000	537
KSO	Des Moines, Iowa	1460	5000	415
KSOO	Sioux Falls, S. Dak.	1140	5000	560
KSRO	Santa Rosa, Calif.	1350	1000	370
KSTP	St. Paul, Minn.	1500	50000	453
KSUB	Cedar City, Utah	1340	100	579
KSUN	Lowell, Ariz.	1230	250	350
KSWO	Lawton, Okla.	1150	250	528
KTAR	Phoenix, Ariz.	620	5000	351
KTBC	Austin, Tex.	1150	1000	567
KTBI	Tacoma, Wash.	1490	250	590
KTBS	Shreveport, La.	1480	1000	429
KTEM	Temple, Tex.	1490	250	577
KTFI	Twin Falls, Idaho	1270	1000	396
KTHS	Hot Springs National Park, Ark.	1090	10000 d., 5000 n.	353
KTKC	Visalia, Calif.	940	5000	370
KTMS	Santa Barbara, Calif.	1250	1000	369
KTKN	Ketchikan, Alaska	930	1000	603
KTNM	Tucumcari, N. M.	1400	250	478
KTOH	Lihue, Hawaii	1490	250	604
KTOK	Oklahoma City, Okla.	1400	250	529
KTRB	Modesto, Calif.	860	250 (C.P. 1000)	363
KTRH	Houston, Tex.	1320	5000 (C.P. 740 Kc., 50000)	573
KTRI	Sioux City, Ia.	1450	250	417
KTSA	San Antonio, Tex.	550	5000 d., 1000 n.	576
KTSM	El Paso, Tex.	1380	1000 d., 500 n.	571

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KTSW	Emporia, Kans.	1460	250	419
KTTS	Springfield, Mo.	1460	250	463
KTUC	Tucson, Ariz.	1400	250	351
KTUL	Tulsa, Okla.	1430	5000	531
KTW	Seattle, Wash.	1250	1000	589
KUIN	Grants Pass, Ore.	1340	250	533
KUJ	Walla Walla, Wash.	1420	1000	591
KUOA	Siloam Springs, Ark.	1290	5000	355
KUSD	Vermillion, S. Dak.	920	500	560
KUTA	Salt Lake City, Utah	570	5000	580
KVAK	Atchison, Kans.	1450	100	418
KVAN	Vancouver, Wash.	910	500	591
KVCV	Redding, Calif.	1230	250	366
KVEC	San Luis Obispo, Calif.	1230	250	369
KVFD	Fort Dodge, Ia.	1400	250	416
KVGB	Great Bend, Kans.	1400	250	419
KVI	Tacoma, Wash.	570	5000	590
KVIC	Victoria, Texas	1340	250	578
KVNU	Logan, Utah	1230	250	579
KVOA	Tucson, Ariz.	1290	1000	351
KVOD	Denver, Colo.	630	5000	372
KVOE	Santa Ana, Calif.	1490	250	369
KVOL	Lafayette, La.	1340	250	427
KVOO	Tulsa, Okla.	1170	25000 (C.P. 50000; S.S.A. 50000d.)	531
KVOR	Colorado Springs, Colo.	1300	1000	371
KVOS	Bellingham, Wash.	1230	250 (C.P. 790 Kc.; 1000)	587
KVOX	Moorhead, Minn.	1340	250	453
KVRS	Rock Springs, Wyoming	1400	250	602
KVSF	Santa Fe, N. M.	1340	100	478
KVSO	Ardmore, Okla.	1240	250 d., 100 n.	527
KVWC	Vernon, Tex.	1490	250	577
KWAL	Wallace, Ida.	1450	250	397
KWAT	Watertown, S. D.	1240	250	560
KWBW	Hutchinson, Kans.	1450	250	419
KWEW	Hobbs, New Mexico	1490	100	477
KWFC	Hot Springs, Ark.	1340	250	353
KWFT	Wichita Falls, Tex.	620	5000 d., 1000 n.	578
KWG	Stockton, Calif.	1230	100	370
KWIL	Albany, Ore.	1240	250	532
KWJB	Globe, Ariz.	1240	250	350
KWJJ	Portland, Ore.	1080	1000	535
KWK	St. Louis, Mo.	1380	5000 d., 1000 n.	462
KWKH	Shreveport, La.	1130	50000	429
KWKW	Pasadena, Calif.	1430	1000	365
KWLC	Decorah, Iowa	1240	250	415
KWLK	Longview, Wash.	1400	250	587
KWLM	Willmar, Minn.	1340	250	454
KWNO	Winona, Minn.	1230	250	454
KWOC	Poplar Bluff, Mo.	1340	250	461
KWON	Bartlesville, Okla.	1400	250	528
KWOS	Jefferson City, Mo.	1240	250	459
KWRC	Pendleton, Ore.	1240	250	534
KWSC	Pullman, Wash.	1250	5000	588

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KWTO	Springfield, Mo.	560	5000 d. C.P. 5000d., 1000 n.)	463
KWYO	Sheridan, Wyoming	1400	250	602
KXA	Seattle, Wash.	770	1000	589
KXEL	Waterloo, Iowa	1540	50000	418
KXL	Portland, Ore.	750	10000	535
KXO	El Centro, Calif.	1490	100	356
KXOK	St. Louis, Mo.	630	5000	462
KXOX	Sweetwater, Tex.	1240	250	577
KXRO	Aberdeen, Wash.	1340	250	586
KXYZ	Houston, Tex.	1320	5000 (C.P. 740kc.; 50000)	573
KYA	San Francisco, Calif.	1260	5000 d., 1000 n.	368
KYCA	Prescott, Ariz.	1490	250	351
KYOS	Merced, Calif.	1490	250	363
KYSM	Mankato, Minn.	1230	250	451
KYUM	Yuma, Ariz.	1240	250	352
KYW	Philadelphia, Pa.	1060	50000	541
WAAB	Worcester, Mass.	1440	1000 (C.P. 5000)	441
WAAF	Chicago, Ill.	950	1000	399
WAAT	Jersey City, N. J.	970	1000	473
WABC	New York, N. Y.	880	50000	484
WABI	Bangor, Me.	1230	250 (C.P. 910 Kc.; 5000;S.A. 910; 250	429
WABY	Albany, N. Y.	1400	250	479
WACO	Waco, Tex.	1450	250	578
WADC	Tallmadge, (Akron) Ohio	1350	5000	515
WAGA	Atlanta, Ga.	590	5000	391
WAGE	Syracuse, N. Y.	620	1000	503
WAGF	Dothan, Ala.	1400	250	348
WAGM	Presque Isle, Maine	1450	100	431
WAIM	Anderson, S. C.	1230	250	556
WAIR	Winston-Salem, N. C.	1340	250	513
WAIT	Chicago, Ill.	820	5000	399
WAJR	Morgantown, W. Va.	1230	250	594
WAKR	Akron, Ohio	1590	5000	515
WALA	Mobile, Ala.	1410	5000	348
WALB	Albany, Ga.	1590	1000	389
WALL	Middletown, N. Y.	1340	250	484
WAML	Laurel, Miss.	1340	250	456
WAOV	Vincennes, Ind.	1450	250	413
WAPI	Birmingham, Ala.	1170	5000	347
WAPO	Chattanooga, Tenn.	1150	5000 d., 1000 n.	561
WARM	Scranton, Pa.	1400	250	551
WASH	Grand Rapids, Mich.	1300	5000	445
WASK	Lafayette, Ind.	1450	250	412
WATL	Atlanta, Ga.	1400	250	391
WATN	Watertown, N. Y.	1240	250	504
WATR	Waterbury, Conn.	1320	1000	378
WATW	Ashland, Wisc.	1400	100	395
WAVE	Louisville, Ky.	970	5000	426
WAWZ	Zarephath, N. J.	1380	1000 d.; 5000 n.	476
WAYS	Charlotte, N. C.	610	1000	506
WAYX	Waycross, Ga.	1230	250	395
WAZL	Hazleton, Pa.	1450	250	540
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	413
WBAB	Atlantic City, N. J.	1490	250	471
WBAL	Baltimore, Md.	1090	50000	433
WBAP	Fort Worth, Tex.	820	50000	572
WBAX	Wilkes-Barre, Pa.	1240	100	552
WBBB	Burlington, N. C.	920	1000	506
WBBL	Richmond, Va.	1240	100	584
WBBM	Chicago, Ill.	780	50000	399
WBBR	Brooklyn, N. Y.	1330	1000	480
WBBZ	Ponca City, Okla.	1230	250	531
WBCM	Bay City, Mich.	1440	100 d., 500 n.	443
WBEN	Buffalo, N. Y.	930	5000	481

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WBHP	Huntsville, Ala.	1230	250	348
WBIG	Greensboro, N. C.	1470	5000	508
WBIR	Knoxville, Tenn.	1240	250	562
WBLJ	Dalton, Ga.	1230	250	393
WBLK	Clarksburg, W. Va.	1400	250	593
WBML	Macon, Ga.	1240	250	394
WBNS	Columbus, Ohio	1460	5000 d., 1000 n.	521
WBNX	New York, N. Y.	1380	5000	485
WBNY	Buffalo, N. Y.	1400	250	482
WBOC	Salisbury, Md.	1230	250	435
WBOW	Terre Haute, Ind.	1230	250	413
WBRB	Red Bank, N. J.	1240	100	476
WBRC	Birmingham, Ala.	960	5000	347
WBRE	Wilkes-Barre, Pa.	1340	250	552
WBRK	Pittsfield, Mass.	1340	250	440
WBRW	Welch, W. Va.	1340	250	594
WBRY	Waterbury, Conn.	1596	1000	378
WBT	Charlotte, N. C.	1110	50000	506
WBTA	Batavia, N. Y.	1490	250	479
WBTH	Williamson, W. Va.	1460	250	595
WBTM	Danville, Va.	1460	250	582
WBYN	Brooklyn, N. Y.	1430	1000 d.; 500 n.	480
WBZ	Boston, Mass.	1030	50000	437
WBZA	Springfield, Mass.	1030	1000	437
WCAE	Pittsburgh, Pa.	1250	5000	549
WCAL	Northfield, Minn.	770	5000	453
WCAM	Camden, N. J.	1310	500	473
WCAO	Baltimore, Md.	600	5000	434
WCAP	Asbury Park, N. J.	1310	500	471
WCAR	Pontiac, Mich.	1130	1000	446
WCAT	Rapid City, S. Dak.	1230	100	559
WCAU	Philadelphia, Pa.	1210	50000	543
WCAX	Burlington, Vt.	620	1000	581
WCAZ	Carthage, Ill.	1080	250	397
WCBA	Allentown, Pa.	1470	500	537
WCBI	Columbus, Miss.	1400	250	455
WCBM	Baltimore, Md.	1400	250	433
WCBS	Springfield, Ill.	1450	250	409
WCBT	Roanoke Rapids, N. C.	1230	250	512
WCCO	Minneapolis, Minn.	830	50000	451
WCED	Du Bois, Pa.	1230	250	538
WCFL	Chicago, Ill.	1000	10000	399
WCHS	Charleston, W. Va.	580	5000	592
WCHV	Charlottesville, Va.	1450	250	582
WCKY	Cincinnati, Ohio	1530	50000	516
WCLE	Cleveland, Ohio	610	500	519
WCLO	Janesville, Wisc.	1230	250	596
WCLS	Joliet, Ill.	1340	250	407
WCMI	Ashland, Ky.	1340	250	425
WCNC	Elizabeth City, N. C.	1400	250	507
WCOA	Pensacola, Florida	1370	1000 d., 500 n.	387
WCOC	Meridian, Miss.	910	1000	456
WCOL	Columbus, Ohio	1230	250	521
WCOP	Boston, Mass.	1150	500	437
WCOS	Columbia, S. C.	1400	250	556
WCOU	Lewiston, Me.	1240	250	430
WCOV	Montgomery, Ala.	1240	250	349
WCPO	Cincinnati, Ohio	1230	250	516
WCRS	Greenwood, S. C.	1450	250	558
WCRW	Chicago, Ill.	1240	100	401
WCSC	Charleston, S. C.	1390	1000 d., 500 n.	556
WCSH	Portland, Maine	970	5000	430
WDAE	Tampa, Florida	1250	5000	389

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WDAF	Kansas City, Mo.	610	5000	461
WDAK	West Point, Ga.	1340	250	395
WDAN	Danville, Ill.	1490	250	405
WDAS	Philadelphia, Pa.	1400	250	543
WDAY	Fargo, N. Dak.	970	5000	514
WDBC	Escanaba, Mich.	1490	250	444
WDBJ	Roanoke, Va.	960	5000	585
WDBO	Orlando, Fla.	580	5000	386
WDEF	Chattanooga, Tenn.	1400	250	561
WDEL	Wilmington, Delaware	1150	1000 d., 250 n. (C.P. 5000)	379
WDEV	Waterbury, Vt.	550	1000	581
WDGY	Minneapolis, Minn.	1130	5000d., 500 n.	451
WDLP	Panama City, Fla.	1230	250 d., 100 n.	386
WDMJ	Marquette, Mich.	1310	5000	561
WDNC	Durham, N. C.	1340	250	446
WDOD	Chattanooga, Tenn.	1360	5000	375
WDRC	Hartford, Conn.	1490	250	507
WDSM	Superior, Wisc.	1230	100	601
WDSU	New Orleans, La.	1280	1000	428
WDWS	Champaign, Ill.	1400	250	399
WDZ	Tuscola, Ill.	1050	100	409
WEAF	New York, N. Y.	660	50000	485
WEAN	Providence, R. I.	790	5000	555
WEAU	Eau Claire, Wisc.	790	5000 d.; 1000 n.	595
WEBC	Duluth, Minn.	1320	5000	449
WEBQ	Harrisburg, Ill.	1240	250	406
WEBR	Buffalo, N. Y.	1340	250	482
WEDC	Chicago, Ill.	1240	250	401
WEED	Rocky Mount, N. C.	1450	250	512
WEEI	Boston, Mass.	590	5000	437
WEEU	Reading, Pa.	850	1000	549
WEGO	Concord	1410	1000	507
WEIM	Fitchburg, Mass.	1340	250	438
WELI	New Haven, Conn.	960	1000 d., 500 n.	377
WELL	Battle Creek, Mich.	1400	250	443
WEMP	Milwaukee, Wisc.	1340	250	599
WENR	Chicago, Ill.	890	50000	401
WENY	Elmira, N. Y.	1230	250	483
WEOA	Evansville, Ind.	1400	250	410
WERC	Erie, Pa.	1490	250	539
WEST	Easton, Pa.	1400	250	538
WESX	Marble Head, Mass.	1230	250	440
WEVD	New York, N. Y.	1330	5000	487
WEW	St. Louis, Mo.	770	1000	462
WEXL	Royal Oak, Mich.	1340	250	447
WFAA	Dallas, Tex.	820	50000	570
WFAS	White Plains, N. Y.	1240	250	505
WFBC	Greenville, S. C.	1330	5000	558
WFBG	Altoona, Pa.	1340	250	537
WFBL	Syracuse, N. Y.	1390	5000	503
WFBM	Indianapolis, Ind.	1260	5000	411
WFBR	Baltimore, Md.	1300	5000	434
WFCI	Pawtucket, R. I.	1420	1000	555
WFDF	Flint, Mich.	910	1000	445
WFEA	Manchester, N. H.	1370	5000	469
WFHR	Wisconsin Rapids, Wisc.	1340	250	601
WFIG	Sumter, S. C.	1340	250	559
WFIL	Philadelphia, Pa.	560	1000	545
WFIN	Findlay, Ohio	1330	1000	522
WFLA	Tampa, Fla.	970	5000 d., 1000 n.	389
WFMD	Frederick, Md.	930	500	435
WFMJ	Youngstown, Ohio	1450	250	527
WFNC	Fayetteville, N. C.	1450	250	507
WFOR	Hattiesburg, Miss.	1400	250	455

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WFOY	St. Augustine, Fla.	1240	250	387
WFPG	Atlantic City, N. J.	1450	250	471
WFTC	Kinston, N. C.	1230	250	516
WFTL	Fort Lauderdale, Fla.	1400	250 (C.P. 710 10000)	382
WFTM	Fort Myers, Fla.	1240	250	382
WFVA	Fredericksburg, Va.	1290	250	582
WGAA	Cedartown, Ga.	1340	250	392
WGAC	Augusta, Ga.	1240	250	392
WGAL	Lancaster, Pa.	1490	250	540
WGAN	Portland, Me.	560	5000	430
WGAR	Cleveland, Ohio	1480	5000 d., 1000 n.	519
WGAU	Athens, Ga.	1340	250	391
WGBB	Freeport, N. Y.	1240	100	483
WGBF	Evansville, Ind.	1280	5000 d., 1000 n.	410
WGBG	Greensboro, N. C.	980	1000	509
WGBI	Scranton, Pa.	910	1000 d., 500 n.	551
WGBR	Goldsboro, N. C.	1400	250	509
WGCM	Gulfport, Miss.	1240	250	455
WGES	Chicago, Ill.	1390	5000 (C.P. 5000)	401
WGGA	Gainesville, Ga.	1240	250	393
WGH	Newport News, Va.	1340	250	583
WGIL	Galesburg, Ill.	1400	250	406
WGKV	Charleston, W. Va.	1490	100	592
WGL	Fort Wayne, Ind.	1450	250	410
WGN	Chicago, Ill.	720	50000	401
WGNC	Gastonia, N. C.	1450	250	507
WGNY	Newburgh, N. Y.	1220	1000	484
WGOV	Valdosta, Ga.	1450	250	395
WGPC	Albany, Ga.	1450	250	391
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	482
WGRC	New Albany, Ind.	1400	250	412
WGRM	Greenwood, Miss.	1240	250	455
WGST	Atlanta, Ga.	920	5000 d., 1000n.	391
WGTC	Greenville, N. C.	1490	250	509
WGTM	Wilson, N. C.	1340	250	512
WGY	Schenectady, N. Y.	810	50000	503
WHA	Madison, Wisc.	970	5000	597
WHAI	Greenfield, Mass.	1240	250	438
WHAM	Rochester, N. Y.	1180	50000	501
WHAS	Louisville, Ky.	840	50000	426
WHAT	Philadelphia, Pa.	1340	100	545
WHAZ	Troy, N. Y.	1330	1000	504
WHB	Kansas City, Mo.	880	1000	461
WHBB	Selma, Ala.	1490	100	349
WHBC	Canton, Ohio	1230	250	516
WHBF	Rock Island, Ill.	1270	5000	408
WHBI	Newark, N. J.	1280	2500 d., 1000 n.	475
WHBL	Sheboygan, Wisc.	1330	1000 d., 250 n.	600
WHBQ	Memphis, Tenn.	1400	250	563
WHBU	Anderson, Ind.	1240	250	409
WHBY	Appleton, Wisc.	1230	250	595
WHCU	Ithaca, N. Y.	870	1000	483
WHDF	Calumet, Mich.	1400	250	443
WHDH	Boston, Mass.	850	5000	437
WHDL	Olean, N. Y.	1450	250	499
WHEB	Portsmouth, N. H.	750	1000	471
WHEC	Rochester, N. Y.	1460	1000 d., 500 n.	501
WHFC	Cicero, Ill.	1450	250	405
WHIO	Dayton, Ohio	1290	5000	522
WHIS	Bluefield, W. Va.	1440	1000 d., 500 n.	592
WHIT	New Berne, N. C.	1450	250	510
WHIZ	Zanesville, Ohio	1240	250	527
WHJB	Greensburg, Pa.	620	250	539
WHK	Cleveland, Ohio	1420	5000	520
WHKC	Columbus, Ohio	640	500	521
WHKY	Hickory, N. C.	1400	250 (C.P. 1290 Kc.; 5000 d., 1000 n.)	509
WHLB	Virginia, Minn.	1400	250	454

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WHLD	Niagara Falls, N. Y.	1290	1000	499
WHLN	Harlan, Ky.	1450	250	425
WHLS	Port Huron, Mich.	1450	250	447
WHMA	Anniston, Ala.	1450	250	347
WHN	New York, N. Y.	1050	50000	487
WHO	Des Moines, Ia.	1040	50000	415
WHOM	Jersey City, N. J.	1480	1000 d., 500 n.	475
WHOP	Hopkinsville, Ky.	1230	250	425
WHP	Harrisburg, Pa.	1460	5000 d., 1000 n.	539
WHUB	Cookeville, Tenn.	1400	250	562
WHYN	Holyoke, Mass.	1400	250	439
WIAC	Hato Rey, P. R.	580	5000	605
WIBA	Madison, Wisc.	1310	5000	597
WIBC	Indianapolis, Ind.	1070	5000 d., 1000 n.	411
WIBG	Philadelphia (Glenside), Pa.	990	10000	545
WIBM	Jackson, Mich.	1450	250	445
WIBU	Poynette, Wisc.	1240	250	600
WIBW	Topeka, Kans.	580	5000	421
WIBX	Utica, N. Y.	1230	250	504
WICA	Ashtabula, Ohio	970	1000	516
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	375
WIGM	Medford, Wisc.	1490	250	597
WIL	St. Louis, Mo.	1230	250	462
WILL	Urbana, Ill.	580	5000	409
WILM	Wilmington, Del.	1450	250	379
WINC	Winchester, Va.	1400	250	586
WIND	Gary, Ind.	560	5000	410
WING	Dayton, Ohio	1410	5000	522
WINK	Louisville, Ky.	1080	500d.,1000n.(C.P.)	426
WINN	Louisville, Ky.	1240	250	426
WINS	New York, N. Y.	1000	1000	489
WINX	Washington, D. C.	1340	250 & 50-amp.	389
WIOD	Miami, Fla.	610	5000	385
WIP	Philadelphia, Pa.	610	5000	547
WIRE	Indianapolis, Ind.	1430	5000	411
WIS	Columbia, S. C.	560	5000	557
WISE	Asheville, N. C.	1230	250	506
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	412
WISN	Milwaukee, Wisc.	1150	5000	599
WISR	Butler, Pa.	680	250	538
WITH	Baltimore, Md.	1230	250	434
WIZE	Springfield, Ohio	1340	250	523
WJAC	Johnstown, Pa.	1400	250	540
WJAG	Norfolk, Nebr.	1090	1000	466
WJAR	Providence, R. I.	920	5000	555
WJAS	Pittsburgh, Pa.	1320	5000 d., 1000 n (C.P. 5000)	549
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	382
WJBC	Bloomington, Ill.	1230	250	397
WJBK	Detroit, Mich.	1490	250	443
WJBO	Baton Rouge, La.	1150	5000	427
WJBW	New Orleans, La.	1230	250	428
WJBY	Gadsden, Ala.	1240	250	348
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	456
WJEJ	Hagerstown, Md.	1240	250	435
WJHL	Johnson City, Tenn.	910	1000	562
WJHO	Opelika, Ala.	1400	250 d., 100 n.	349
WJHP	Jacksonville, Fla.	1320	250	382
WJIM	Lansing, Mich.	1240	250	446
WJJD	Chicago, Ill.	1160	20000	403
WJLB	Detroit, Mich.	1400	250	443
WJLD	Bessemer, Ala.	1400	250	347
WJLS	Beckley, W. Va.	1240	250	592
WJMA	Covington, Va.	1340	250	582
WJMC	Rice Lake, Wisc.	1240	250	600
WJMS	Ironwood, Mich.	1450	250	445
WJNO	West Palm Beach, Fla.	1230	250	389
WJOB	Hammond, Ind.	1230	100	411
WJPA	Washington, Pa.	1450	250	552

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WJPF	Herrin, Ill.	1340	250	406
WJPR	Greenville, Miss.	1340	250	455
WJR	Detroit, Mich.	760	50000	444
WJRD	Tuscaloosa, Ala.	1230	250	349
WJRM	Elkins, W. Va.	1500	250	593
WJSV	Washington, D. C.	1500	50000	380
WJTN	Jamestown, N. Y.	1240	250	483
WJW	Akron, Ohio	1240	250 (C. P., 850 5000)	515
WJZ	New York, N. Y.	770	50000	489
WJWC	Hammond, Ill.	1520	5000	411
WJZM	Clarksville, Tenn.	1400	250	561
WKAQ	San Juan, Puerto Rico	620	5000	605
WKAR	East Lansing, Mich.	870	5000	444
WKAT	Miami Beach, Fla.	1360	1000	386
WKBB	Dubuque, Ia.	1490	250	416
WKBH	La Crosse, Wisc.	1410	1000	596
WKBN	Youngstown, Ohio	570	5000 d., 500 n. (C.P. 5000)	527
WKBO	Harrisburg, Pa.	1230	250	540
WKBV	Richmond, Ind.	1490	100	413
WKBW	Buffalo, N. Y.	1520	50000	413
WKBZ	Muskegon, Mich.	1490	250	446
WKEU	Griffin, Ga.	1450	100	393
WKIP	Poughkeepsie, N. Y.	1450	250	501
WKMO	Kokomo, Ind.	1400	250	412
WKNE	Keene, N. H.	1290	5000	469
WKNY	Kingston, N. Y.	1490	250	484
WKOK	Sunbury, Pa.	1240	250	551
WKPA	New Kensington, Pa.	1150	250	541
WKPT	Kingsport, Tenn.	1400	250	562
WKRC	Cincinnati, Ohio	550	5000 d., 1000 n.	517
WKRO	Cairo, Ill.	1490	250	397
WKST	New Castle, Pa.	1280	1000	541
WKWK	Wheeling, W. Va.	1400	250	594
WKY	Oklahoma City, Okla.	930	5000 d., 1000 n. (C. P. 5000)	529
WKZO	Kalamazoo, Mich.	590	5000	446
WLAC	Nashville, Tenn.	1510	50000	565
WLAG	La Grange, Ga.	1240	250	393
WLAK	Lakeland, Fla.	1340	250	383
WLAN	Endicott, N. Y.	680	250	483
WLAP	Lexington, Ky.	1450	250	426
WLAV	Grand Rapids, Mich.	1340	250	445
WLAW	Lawrence, Mass.	698	5000	439
WLAY	Muscle Shoals City, Ala.	1450	250	349
WLB	Minneapolis, Minn.	770	5000	451
WLBC	Muncie, Ind.	1340	250	412
WLBJ	Bowling Green Ky.	1340	250	425
WLBL	Stevens Point, Wisc.	930	5000	601
WLBZ	Bangor, Me.	620	1000 d., 500 n. (C. P. 5000)	430
WLDS	Jacksonville, Ill.	1180	250	407
WLEU	Erie, Pa.	1450	250	539
WLIB	Brooklyn, N. Y.	1190	1000	481
WLLH	Lowell, Mass.	1400	250	440
WLNH	Laconia, N. H.	1340	250	469
WLOF	Orlando, Fla.	1230	250	386
WLOG	Logan, W. Va.	1230	250	593
WLOK	Lima, Ohio	1240	250	523
WLOL	Minneapolis, Minn.	1330	1000	451
WLPM	Suffolk, Va.	1450	250	586
WLS	Chicago, Ill.	890	50000	403
WLVA	Lynchburg, Va.	1230	250	583
WLW	Cincinnati, Ohio	700	50000	519
WMAL	Washington, D. C.	630	5000	380
WMAM	Marinette, Wisc.	570	250	597
WMAN	Mansfield, Ohio	1400	250	523
WMAQ	Chicago, Ill.	670	50000	405
WMAS	Springfield, Mass.	1450	250	440
WMAZ	Macon, Ga.	940	5000 d., 1000 and 250 d. C. P. 5000 d. and n.)	394

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WMBD	Peoria, Ill.	1470	500 d., 100 n.	407
WMBG	Richmond, Va.	1380	5000	584
WMBH	Joplin, Mo.	1450	250	459
WMBI	Chicago, Ill.	1110	5000	405
WMBO	Auburn, N. Y.	1340	250	479
WMBR	Jacksonville, Fla.	1400	250	383
WMBS	Uniontown, Pa.	590	1000	552
WMC	Memphis, Tenn.	790	5000	563
WMCA	New York, N. Y.	570	5000	491
WMEX	Boston, Mass.	1510	5000	437
WMFD	Wilmington, N. C.	1400	250	512
WMFF	Plattsburg, N. Y.	1340	250	499
WMFG	Hibbing, Minn.	1240	250	449
WMFJ	Daytona Beach, Fla.	1450	250	382
WMFR	High Point, N. C.	1230	250	509
WMGA	Moultrie, Ga.	1400	250	394
WMIN	St. Paul, Minn.	1400	250	453
WMIS	Natchez, Miss.	1490	250	457
WMJM	Cordele, Ga.	1490	250 d., 100 n.	393
WMMN	Fairmont, W. Va.	920	5000 d., 1000 n. (C. P. 5000)	593
WMOB	Mobile, Ala.	1230	250	348
WMOG	Brunswick, Ga.	1230	250	446
WMPC	Lapeer, Mich.	1460	1000 d., 500 n.	563
WMPS	Memphis, Tenn.	1490	250	558
WMRC	Greenville, S. C.	1490	250	558
WMRF	Lewistown, Pa.	1490	250	540
WMRN	Marion, Ohio	1490	250	523
WMRO	Aurora, Ill.	1280	250	397
WMSL	Decatur, Ala.	1400	250	348
WMT	Cedar Rapids, Ia.	600	5000	414
WMUR	Manchester, N. H.	610	5000 d., 1000 n.	469
WMVA	Martinsville, Va.	1450	250	583
WNAB	Bridgeport, Conn.	1450	250	375
WNAC	Boston, Mass.	1260	5000 d., 100 n. (C. P. 5000 d. and n.	438
WNAD	Norman, Okla.	640	100	528
WNAX	Yankton, S. D.	570	5000 d., 1000 n. (C. P. 5000)	560
WNBC	Hartford, Conn.	1410	5000	375
WNBF	Binghamton, N. Y.	1290	5000	479
WNBH	New Bedford, Mass.	1340	250	440
WNBZ	Saranac Lake, N. Y.	1320	100	501
WNEL	San Juan, Puerto Rico	1320	5000	605
WNEW	New York, N. Y.	1130	10000	493
WNLC	New London, Conn.	1490	250	377
WNOE	New Orleans, La.	1450	250	428
WNOX	Knoxville, Tenn.	990	10000	562
WNYC	New York, N. Y.	830	1000	491
WOAI	San Antonio, Tex.	1200	50000	576
WOC	Davenport, Ia.	1450	250 (C.P. 1420 Kc.; 5000)	415
WOCB	Hyannis, Mass.	1240	250	441
WOI	Ames, Ia.	640	5000	414
WOKO	Albany, N. Y.	1460	10000 d., 500 n.	479
WOL	Washington, D. C.	1260	100	381
WOLF	Syracuse, S. C.	1490	250	503
WOLS	Florence, S. C.	1230	250	557
WOMI	Owensboro, Ky.	1490	250	426
WOMT	Manitowoc, Wisc.	1240	100	597
WOOD	Grand Rapids, Mich.	1360	5000	445
WOPI	Bristol, Tenn.	1490	250	561
WOR	New York, N. Y.	710	50000	494
WORC	Worcester, Mass.	1310	1000	441
WORD	Spartanburg, S. C.	1400	250	558
WORK	York, Pa.	1350	1000	553
WORL	Boston, Mass.	950	1000	438
WOSH	Oshkosh, Wisc.	1490	250	599

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WOSU	Columbus, Ohio	820	5000	521
WOV	New York, N. Y.	1280	5000	499
WOW	Omaha, Nebr.	590	5000	467
WOWO	Fort Wayne, Ind.	1190	10000	410
WPAB	Ponce, Puerto Rico	1370	1000	604
WPAD	Paducah, Ky.	1450	250	427
WPAR	Parkersburg, W. Va.	1450	250	594
WPAT	Paterson, N. J.	930	1000	475
WPAX	Thomasville, Ga.	1240	250	395
WPAY	Portsmouth, Ohio	1400	250	523
WPDQ	Jacksonville, Fla.	1270	5000	383
WPEN	Philadelphia, Pa.	950	5000	547
WPIC	Sharon, Pa.	790	1000	551
WPID	Petersburg, Va.	1240	250	584
WPRA	Mayaguez, Puerto Rico	990	5000 d.; 10000 n.	604
WPRO	Providence, R. I.	630	5000	555
WPRP	Ponce, Puerto Rico	1420	250	605
WPTF	Raleigh, N. C.	680	50000	511
WQAM	Miami, Fla.	560	1000 (C. P. 5000)	385
WQAN	Scranton, Pa.	910	1000 d., 500 n.	551
WQBC	Vicksburg, Miss.	1390	1000	457
WQXR	New York, N. Y.	1560	5000 (C. P. 10000)	497
WRAK	Williamsport, Pa.	1400	250	552
WRAL	Raleigh, N. C.	1240	250	511
WRAW	Reading, Pa.	1340	250	551
WRBL	Columbus, Ga.	1230	250	392
WRC	Washington, D. C.	980	5000	381
WRDO	Augusta, Me.	1400	100	429
WRDW	Augusta, Ga.	1490	250 (C.P. 1480 Kc.; 5000)	392
WREC	Memphis, Tenn.	600	5000	565
WREN	Lawrence, Kans.	1250	5000 d., 1000 n.	421
WRGA	Rome, Ga.	1490	250	394
WRJN	Racine, Wisc.	1400	250	600
WRLC	Toccoa, Ga.	1450	250	395
WRNL	Richmond, Va.	910	5000	585
WROK	Rockford, Ill.	1440	1000 d., 500 n.	408
WROL	Knoxville, Tenn.	620	1000 d., 500 n.	563
WRR	Dallas, Tex.	1310	5000	570
WRRF	Washington, N. C.	930	1000	512
WRRN	Warren, Ohio	1400	250	525
WRUF	Gainesville, Fla.	850	5000	382
WRVA	Richmond, Va.	1140	50000	585
WSAI	Cincinnati, Ohio	1360	5000	519
WSAJ	Grove City, Pa.	1340	100	539
WSAM	Saginaw, Mich.	1400	250	447
WSAN	Allentown, Pa.	1470	500 (.P. 5000)	537
WSAP	Portsmouth, Va.	1490	250	584
WSAR	Fall River, Mass.	1480	1000	438
WSAU	Wausau, Wisc.	1460	250	601
WSAV	Savannah, Ga.	1340	250	394
WSAY	Rochester, N. Y.	1240	250	501
WSAZ	Huntington, W. Va.	930	1000 d., 250 n. (S.A. 1000 d., 100 n.	593
WSB	Atlanta, Ga.	750	50000	391
WSBA	York, Pa.	900	1000	553
WSBC	Chicago, Ill.	1240	250	405
WSBT	South Bend, Ind.	960	1000	413
WSFA	Montgomery, Ala.	1440	1000 d., 500 n.	349
WSGN	Birmingham, Ala.	610	5000 d., 10000 n.	347
WSIX	Nashville, Tenn.	980	500	565
WSJS	Winston-Salem, N. C.	600	250 (C.P. 5000)	513
WSKB	McComb, Miss.	1230	250	456
WSLB	Ogdensburg, N. Y.	1400	250	499
WSLI	Jackson, Miss.	1450	250	456
WSLS	Roanoke, Va.	1490	250	586

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WSM	Nashville, Tenn.	650	50000	565
WSMB	New Orleans, La.	1350	5000	428
WSNJ	Bridgeton, N. J.	1240	250	473
WSNY	Schenectady	1240	250	503
WSOC	Charlotte, N. C.	1240	250	507
WSON	Henderson, Ky.	860	250	425
WSOO	Sault Ste. Marie, Mich.	1230	250 d., 100 n.	447
WSOY	Decatur, Ill.	1340	250	406
WSPA	Spartanburg, S. C.	950	5000 d., 1000 n.	558
WSPB	Sarasota, Fla.	1450	250	387
WSPD	Toledo, Ohio	1370	5000	525
WSPR	Springfield, Mass.	1270	500	440
WSRR	Stamford, Conn.	1400	250	378
WSTP	Salisbury, N. C.	1490	250	512
WSTV	Steubenville, Ohio	1340	250	525
WSUI	Iowa City, Ia.	910	5000	416
WSUN	St. Petersburg, Fla.	620	5000	387
WSVA	Harrisonburg, Va.	550	1000	582
WSYB	Rutland, Vt.	1380	1000	581
WSYR	Syracuse, N. Y.	570	5000	504
WTAD	Quincy, Ill.	930	1000	407
WTAG	Worcester, Mass.	580	5000	441
WTAL	Tallahassee, Fla.	1340	250 d., 100 n.	387
WTAM	Cleveland, Ohio	1100	50000	1520
WTAQ	Green Bay, Wisc.	1360	5000	596
WTAR	Norfolk, Va.	790	5000	583
WTAW	College Station, Tex.	1150	1000	569
WTAX	Springfield, Ill.	1240	100	409
WTBO	Cumberland, Md.	820	250	435
WTCM	Traverse City, Mich.	1400	250	447
WTCN	Minneapolis, Minn.	1280	5000 d., 1000 n.	453
WTEL	Philadelphia, Pa.	1340	100	547
WTHT	Hartford, Conn.	1230	250	377
WTIC	Hartford, Conn.	1080	50000	377
WTJS	Jackson, Tenn.	1390	1000	562
WTMA	Charleston, S. C.	1250	250 (C.P. 1000)	556
WTMC	Ocala, Fla.	1490	100	386
WTMJ	Milwaukee, Wisc.	620	5000	599
WTMV	East St. Louis, Ill.	1490	250	406
WTNJ	Trenton, N. J.	1310	500	476
WTOC	Savannah, Ga.	1290	5000 d., 1000 n. (C.P. 5000)	394
WTOL	Toledo, Ohio	1230	250	525
WTRC	Elkhart, Ind.	1340	250	409
WTRY	Troy, N. Y.	980	1000	504
WTSP	St. Petersburg, Fla.	1380	1000 d., 500 n.	387
WTTM	Trenton, N. J.	920	1000	476
WWDC	Washington, D. C.	1450	250	381
WWJ	Detroit, Mich.	950	5000	444
WWL	New Orleans, La.	870	50000	428
WWNC	Asheville, N. C.	570	1000 (C.P. 5000)	506
WWNY	Watertown, N. Y.	790	1000	505
WWPG	Lake Worth, Fla.	1340	250	383
WWRL	Woodside, N. Y.	1600	250	505
WWSR	St. Albans, Vt.	1420	1000	581
WWSW	Pittsburgh, Pa.	1490	250	549
WWVA	Wheeling, W. Va.	1170	50000	594
WXYZ	Detroit, Mich.	1270	5000	444

STATIONS BY CITIES

• MAJOR NETWORK AFFILIATIONS •

Key to Network Abbreviations: C—Columbia Broadcasting System; M—Mutual Broadcasting System; B—Blue Network Co.; N—National Broadcasting Co.

City and State	Call Letters	Major Network
Aberdeen, S. D.	KABR	M
Aberdeen, Wash.	KXRO	M
Abilene, Texas	KRBC	M
Ada, Okla.	KADA	B
Akron, Ohio (Tallmadge)	WADC	C
	WAKR	B
	WJW	M
Alamosa, Colo.	KGIW	
Albany, Ga.	WALB	M
	WGPC	C
Albany, N. Y.	WABY	M
	WOKO	C
Albany, Oregon	KWIL	M
Albert Lea, Minn.	KATE	M
Albuquerque, N. M.	KGGM	C
	KOB	N
Alexandria, La.	KALB	B
Allentown, Pa.	WCBA	
	WSAN	N
Altoona, Pa.	WFBG	N
Amarillo, Texas	KFDA	M
	KGNC	N
Ames, Iowa	WOI	
Anchorage, Alaska	KFQD	
Anderson, Ind.	WHBU	
Anderson, S. C.	WAIM	C
Anniston, Ala.	WHMA	B
Appleton, Wisc.	WHBY	M
Ardmore, Okla.	KVSO	B
Asbury Park, N. J.	WCAP	
Asheville	WISE	M-N
	WWNC	C
Ashland, Ky.	WCMI	M
Ashland, Wisc.	WATW	M
Ashtabula, Ohio	WICA	
Astoria, Ore.	KAST	M
Atchison, Kans.	KVAK	
Athens, Ga.	WGAU	
Atlanta, Ga.	WAGA	B
	WATL	M
	WGST	C
	WSB	N
Atlantic City, N. J.	WBAB	C
	WFPG	
Auburn, N. Y.	WMBO	
Augusta, Ga.	WGAC	B
	WRDW	C
Augusta, Me.	WRDO	M-N
Aurora, Ill.	WMRO	
Austin, Texas	KNOW	B-M
	KTBC	
Baker, Ore.	KBKR	
Bakersfield, Calif.	KERN	B
	KPMC	M
Baltimore, Md.	WBAL	N
	WCAO	C
	WCBM	B
	WFBR	M
	WITH	
Bangor, Me.	WABI	C
	WLBZ	M-N
Bartlesville, Okla.	KWON	
Batavia, N. Y.	WBTA	
Baton Rouge, La.	WJBO	B
Battle Creek, Mich.	WELL	B
Bay City, Mich.	WBCM	B
Beaumont, Tex.	KFDM	B
	KRIC	
Beckley, W. Va.	WJLS	
Bellingham, Wash.	KVOS	
Bend, Ore.	KBND	
Berkeley, Calif.	KRE	
Bessemer, Ala.	WJLD	
Beverly Hills, Calif.	KMPC	
Big Spring, Tex.	KBST	M
Billings, Mont.	KGHL	N
Binghamton, N. Y.	WNBF	C-M
Birmingham, Ala.	WAPI	C
	WBRC	N
	WSGN	B-M
Bismarck, N. D.	KFYR	N
Bloomington, Ill.	WJBC	
Bluefield, W. Va.	WHIS	N
Blytheville, Ark.	KLCN	
Boise, Ida.	KIDO	N
Boone, Iowa.	KFGQ	
Boston, Mass.	WBZ	N
	WCOP	
	WEEI	C
	WHDH	B
	WMEX	
	WNAC	M
	WORL	
Bowling Green, Ky.	WLBJ	M
Bozemont, Mont.	WRBM	N
Brady, Texas	KNEL	
Bridgeport, Conn.	WICC	M
	WNAB	B

City and State	Call Letters	Major Network
Bridgeton, N. J.	WSNJ	
Bristol, Tenn.	WOPI	N
Brooklyn, N. Y.	WBBR	
	WBYN	
	WLIB	
Brownsville, Texas	KEEW	
Brownwood, Texas	KBWD	
Brunswick, Ga.	WMOG	
Buffalo, N. Y.	WBEN	N
	WBNY	
	WEBR	B
	WGR	M
	WKBW	C
Burlington, Ia.	KBUR	B
Burlington, N. C.	WBBB	M
Burlington, Vt.	WCAX	C
Butler, Pa.	WISR	
Butte, Mont.	KGIR	N
Cairo, Ill.	WKRO	
Calumet, Mich.	WHDF	
Camden, N. J.	WCAM	
Canton, Ohio	WHBC	M
Cape Girardeau, Mo.	KFVS	
Carlsbad, N. M.	KAVE	
Carthage, Ill.	WCAZ	
Casper, Wyoming	KDFN	
Cedar City, Utah	KSUB	
Cedar Rapids, Iowa	WMT	M-C
Cedartown, Ga.	WGAA	
Centralia-Chehalis, Wash.	KELA	M
Champaign, Ill.	WDWS	
Charleston, S. C.	WCSC	C
	WTMA	N
Charleston, W. Va.	WCHS	C
	WGKV	N
Charlotte, N. C.	WAYS	B-M
	WBT	C
	WSOC	N
Charlottesville, Va.	WCHV	B
Chattanooga, Tenn.	WAPO	N
	WDEF	B-M
	WDOD	C
Cheyenne, Wyo.	KFBC	B
Chicago, Ill.	WAAF	
	WAIT	
	WBBM	C
	WCFL	
	WCRW	
	WEDC	
	WENR	B
	WGES	
	WGN	M
	WJJD	
	WLS	B
	WMAQ	N
	WMBI	
	WSBC	
Chico, Calif.	KHSL	M
Cicero, Ill.	WHFC	
Cincinnati, Ohio	WCKY	C
	WCPO	
	WKRC	M
	WLW	B-N
	WSAI	B-N
Clarksburg, W. Va.	WBLK	N
Clarksville, Tenn.	WJZM	M
Clayton, Mo.	KFUO	
Cleveland, Ohio	WCLE	M
	WGAR	C
Cleveland, Ohio	WHK	B-M
	WTAM	N
Clinton, Ia.	KROS	
Clovis, N. M.	K1CA	
Coffeyville, Kans.	KGGF	B
College Station, Tex.	WTAW	
Colorado Springs, Colo.	KVOR	C
Columbia, Mo.	KFRU	B
Columbia, S. C.	WCOS	B-M
	WIS	N
Columbus, Ga.	WRBL	C
Columbus, Miss	WCBI	
Columbus, Ohio	WBNS	C
	WCOL	N
	WHKC	M
	WOSU	
Concord, N. C.	WEGO	
Cookeville, Tenn.	WHUB	
Cordele, Ga.	WMJM	
Corpus Christi, Tex.	KEYS	
	KRIS	M-N
Corsicana, Texas	KAND	
Corvallis, Ore.	KOAC	
Covington, Va.	WJMA	
Cumberland, Md.	WTBO	
Dallas, Tex.	KRLD	C
	KSKY	
	WFAA	N
	WRR	M
The Dalles, Ore.	KODL	
Dalton, Ga.	WBLJ	M
Danville, Ill.	WDAN	
Danville, Va.	WBTM	B-M
Davenport, Iowa	WOC	B
Dayton, Ohio	WHIO	C
	WING	B
Daytona Beach, Fla.	WMFJ	B
Decatur, Ala.	WMSL	M
Decatur, Ill.	WSOY	
Decorah, Iowa	KWLC	
Denton, Tex.	KDNT	
Denver, Colo.	KFEL	M
	KLZ	C
	KMYR	
	KOA	N
	KPOF	
	KVOD	B
Des Moines, Iowa	KRNT	C
	KSO	B-M
	WHO	N
Detroit, Mich.	WJBK	
	WJLB	
	WJR	C
	WWJ	N
	WXYZ	B
Devils Lake, N. D.	KDLR	M
Dodge City, Kans.	KGNO	
Dotham, Ala.	WAGF	
Dublin, Texas	KFPL	
Du Bois, Pa.	WCED	

City and State	Call Letters	Major Network
Dubuque, Ia.	KDTH	M
	WKBB	B
Duluth, Minn.	KDAL	C
	WEBC	N
Durango, Colo.	KIUP	
Durham, N. C.	WDNC	C
East Lansing, Mich.	WKAR	
East St. Louis, Ill.	WTMV	
Easton, Pa.	WEST	M
Eau Claire, Wisc.	WEAU	N
El Centro, Calif.	KXO	M
El Dorado, Ark.	KELD	B
Elizabeth City, N. C.	WCNC	
Elk City, Okla.	KASA	
Elkhart, Ind.	WTRC	
Elkins, W. VA.	WJRM	
Elmira, N. Y.	WENY	M
El Paso, Tex.	KROD	C
	KTSM	N
Emporia, Kans.	KTSW	M
Endicott, N. Y.	WLAN	
Enid, Okla.	KCRC	B
Erie, Pa.	WERC	C
	WLEU	B-M
Escanaba, Mich.	WDBC	
Eugene, Ore.	KORE	M
Eureka, Calif.	KIEM	M
Evansville, Ind.	WEOA	C
	WGBF	N
Everett, Wash.	KEVE	
	KRKO	M
Fairbanks, Alaska	KFAR	
Fairmont, W. Va.	WMMN	C
Fall River, Mass.	WSAR	M
Fargo, N. D.	WDAY	N
Fayetteville, N. C.	WFNC	M
Fergus Falls, Minn.	KGDE	M
Findlay, Ohio	WFIN	
Fitchburg, Mass.	WEIM	M
Flint, Mich.	WFDF	B
Florence, S. C.	WOLS	B-N
Fond du Lac, Wis.	KFIZ	M
Fort Dodge, Ia.	KVFD	M
Fort Lauderdale, Fla.	WFTL	M
Fort Myers, Fla.	WFTM	
Fort Smith, Ark.	KFPW	
Fort Wayne, Ind.	WGL	N
	WOWO	B
Fort Worth, Tex.	KFJZ	M
	KGKO	B
	WBAP	N
Frederick, Md.	WFMD	
Fredericksburg, Va.	WFVA	
Fremont, Mont.	KORN	
Freeport, N. Y.	WGBB	
Fresno, Calif.	KARM	C
	KMJ	N
	KFRE	M
Gadsden, Ala.	WJBY	M
Gainesville, Fla.	WRUF	M
Gainesville, Ga.	WGGA	
Galesburg, Ill.	WGIL	
Galveston, Texas	KLUF	
Garden City, Kans.	KIUL	
Gary, Ind.	WIND	
Gastonia, N. C.	WGNC	B
Glendale, Calif.	KIEV	
Glenside, Pa.	WIBG	
Globe, Ariz.	KWJB	
Goldsboro, N. C.	WGBR	M
Grand Forks, N. D.	KFJM	
	KILO	M
Grand Island, Nebr.	KMMJ	
Grand Junction, Colo.	KFXJ	M
Grand Rapids, Mich.	WASH	
	WLAV	M
	WOOD	N
Grants Pass, Ore.	KUIN	
Great Bend, Kans.	KVGB	M
Great Falls, Mont.	KFBB	C
Greeley, Colo.	KFKA	M
Green Bay, Wisc.	WTAQ	C
Greenfield, Mass.	WHAI	M
Greensboro, N. C.	WBIG	C
	WGBG	B
Greensburg, Pa.	WHJB	
Greenville, Miss.	WJPR	
Greenville, N. C.	WGTC	M
Greenville, S. C.	WFBC	N
	WMRC	B-M
Greenwood, Miss.	WGRM	B
Greenwood, S. C.	WCRS	N
Griffin, Ga.	WKEU	
Grove City, Pa.	WSAJ	
Gulfport, Miss.	WGCM	
Hagerstown, Md.	WJEJ	M
Hammond, Ind.	WJWC	
	WJOB	
Hannibal, Mo.	KHMO	
Harlan, Ky.	WHLN	
Harlingen, Texas	KGBS	
Harrisburg, Ill.	WEBQ	
Harrisburg, Pa.	WHP	C
	WKBO	M-N
Harrisonburg, Va.	WSVA	
Hartford, Conn.	WDRC	C
	WNBC	B
	WTHT	M
	WTIC	N
Hastings, Nebr.	KHAS	
Hato Rey, Puerto Rico	WIAC	
Hattiesburg, Miss.	WFOR	N
Hazleton, Pa.	WAZL	M
Helena, Ark.	KFFA	
Helena, Mont.	KPFA	N
Henderson, Ky.	WSON	
Herrin, Ill.	WJPF	
Hibbing, Minn.	WMFG	N
Hickory, N. C.	WHKY	B
High Point, N. C.	WMFR	B
Hilo, Hawaii	KHBC	C-M
Hobbs, N. M.	KWEW	
Holyoke, Mass.	WHYN	M
Honolulu, Hawaii	KGMB	C-M
	KGU	N
Hopkinsville, Ky.	WHOP	
Hot Springs, Ark.	KTHS	B
	KWFC	M
Houston, Texas	KPRC	N

City and State	Call Letters	Major Network
	KTRH	C
	KXYZ	B-M
Huntington, W. Va.	WSAZ	
Huntsville, Ala.	WBHP	M
Huntsville, Tex.	KSAM	
Hutchinson, Kans.	KWBW	N
Hyannis, Mass.	WOCB	
Idaho Falls, Ida.	KID	
Indianapolis, Ind.	WFBM	C
	WIBC	M
	WIRE	N
	WISH	B
Iowa City, Iowa	WSUI	
Ironwood, Mich.	WJMS	M
Ithaca, N. Y.	WHCU	C
Jackson, Mich.	WIBM	B
Jackson, Miss.	WJDX	N
	WSLI	B
Jackson, Tenn.	WTJS	M
Jacksonville, Fla.	WJAX	N
	WJHP	B-M
	WMBR	C
	WPDQ	
Jacksonville, Ill.	WLDS	
Jamestown, N. Y.	WJTN	B
Jamestown, N. D.	KSJB	M
Janesville, Wisc.	WCLO	M
Jefferson City, Mo.	KWOS	M
Jerome, Ariz.	KCRJ	
Jersey City, N. J.	WAAT	
	WHOM	
Johnson City, Tenn.	WJHL	B
Johnstown, Pa.	WJAC	N
Joliet, Ill.	WCLS	
Jonesboro, Ark.	KBTM	M
Joplin, Mo.	WMBH	M
Juneau, Alaska	KINY	
Kalamazoo, Mich.	WKZO	C
Kalispell, Mont.	KGEZ	
Kansas City, Kans.	KCKN	
Kansas City, Mo.	KCMO	B
	KMBC	C
	WDAF	N
	WHB	M
Kearney, Nebr.	KGFW	
Keene, N. H.	WKNE	C
Ketchikan, Alaska	KTKN	M
Kilgore, Texas	KOCA	
Kingsport, Tenn.	WKPT	N
Kingston, N. Y.	WKNY	
Kinston, N. C.	WFTC	B
Klamath Falls, Ore.	KFJI	M
Knoxville, Tenn.	WBIR	B-M
	WNOX	C
	WROL	N
Kokomo, Ind.	WKMO	
Laconia, N. H.	WLNH	M
LaCrosse, Wisc.	WKBH	N
Lafayette, Ind.	WASK	
Lafayette, La.	KVOL	
La Grange, Ga.	WLAG	M
La Grande, Ore.	KLBM	
LaJunta, Colo.	KOKO	
Lake Charles, La.	KPLC	
Lakeland, Fla.	WLAK	N
Lake Worth, Fla.	WWPG	B-M
Lancaster, Pa.	WGAL	M-N
Lansing, Mich.	WJIM	B
Lapeer, Mich.	WMPC	
Laredo, Tex.	KPAB	
Las Vegas, N. M.	KFUN	
Las Vegas, Nev.	KENO	
Laurel, Miss.	WAML	N
Lawrence, Kans.	KFKU	
	WREN	B
Lawrence, Mass.	WLAW	C
Lawton, Okla.	KSWO	
Lewiston, Ida.	KRLC	
Lewiston, Me.	WCOU	M
Lewistown, Pa.	WMRF	N
Lexington, Ky.	WLAP	M
Lihue, Hawaii	KTOH	
Lima, Ohio	WLOK	N
Lincoln, Nebr.	KFAB	C
	KFOR	B-M
Little Rock, Ark.	KARK	N
	KGHI	B-M
	KLRA	C
Logan, Utah	KVNU	
Logan, W. Va.	WLOG	
Long Beach, Calif.	KFOX	
	KGER	
Longview, Texas	KFRO	
Longview, Wash.	KWLK	M
Los Angeles, Calif.	KECA	B
	KFAC	
	KFI	N
	KFSG	
	KFVD	
	KFWB	
	KGFJ	
	KHJ	M
	KMTR	
	KNX	C
	KRKD	
Louisville, Ky.	WAVE	N
	WHAS	C
	WINK	
	WINN	B
Lowell, Ariz.	KSUN	
Lowell, Mass.	WLLH	M
Lubbock, Texas	KFYO	M
Lufkin, Texas	KRBA	
Lynchburg, Va.	WLVA	B-M
Macon, Ga.	WBML	M
	WMAZ	C
Madison, Wisc.	WHA	
	WIBA	N
Manchester, N. H.	WFEA	M-N
	WMUR	B
Mandan, N. D.	KGCU	M
Manhattan, Kans.	KSAC	
Manitowoc, Wisc.	WOMT	
Mankato, Minn.	KYSM	N
Mansfield, Ohio	WMAN	
Marblehead, Mass.	WESX	
Marion, Ohio	WMRN	
Marquette, Mich.	WDMJ	

City and State	Call Letters	Major Network
Marrinette, Wisc.	WMAM	
Marshalltown, Ia.	KFJB	
Marshfield, Ore.	KOOS	M
Martinsville, Va.	WMVA	N
Marysville, Calif.	KMYC	M
Mason City, Iowa	KGLO	C
Mayaguez, P. R.	WPRA	
McComb, Miss.	WSKB	
Medford, Ore.	KMED	M
Medford, Wisc.	WIGM	
Memphis, Tenn.	WHBQ	
	WMC	N
	WMPS	B-M
	WREC	C
Merced, Calif.	KYOS	M
Meridian, Miss.	WCOC	C
Miami, Fla.	WIOD	N
	WQAM	C
Miami Beach, Fla.	WKAT	B
Middletown, N. Y.	WALL	
Midland, Texas	KRLH	M
Miles City, Mont.	KRJF	
Milwaukee, Wisc.	WEMP	B
	WISN	C
	WTMJ	N
Minneapolis, Minn.	WCCO	C
	WDGY	
	WLB	
	WLOL	M
	WTCN	B
Minot, N. D.	KLPM	M
Missoula, Mont.	KGVO	C
Mobile, Ala.	WALA	N
	WMOB	B-M
Modesto, Calif.	KTRB	
Monroe, La.	KMLB	B
Monterey, Calif	KDON	M
Montgomery, Ala.	WCOV	C
	WSFA	N
Moorhead, Minn.	KVOX	M
Morgantown, W. Va.	WAJR	
Moultrie, Ga.	WMGA	
Muncie, Ind.	WLBC	
Muscle Shoals City, Ala.	WLAY	M
Muskegon, Mich.	WKBZ	
Muskogee, Okla.	KBIX	B
Nampa, Ida.	KFXD	
Nashville, Tenn.	WLAC	C
	WSIX	B-M
	WSM	N
Natchez, Miss.	WMIS	
New Albany, Ind.	WGRC	M
Newark, N. J.	WHBI	
New Bedford, Mass.	WNBH	M
New Berne, N. C.	WHIT	
New Britain, Conn.	WNBC	B
Newburgh, N. Y.	WGNY	
New Castle, Pa.	WKST	
New Haven, Conn.	WELI	B
New Kensington, Pa.	WKPA	
New London, Conn.	WNLC	M
New Orleans, La.	WDSU	B
	WJBW	
	WNOE	M
	WSMB	N
	WWL	C
Newport News, Va.	WGH	B-M
New York	WABC	C
	WBNX	
	WEAF	N
	WEVD	
	WHN	
	WINS	
	WJZ	B
	WMCA	
	WNEW	
	WNYC	
	WOV	
	WOR	M
	WQXR	
Niagara Falls, N. Y.	WHLD	
Norfolk, Nebr.	WJAG	
Norfolk, Va.	WTAR	N
Norman, Okla.	WNAD	
Northfield, Minn.	WCAL	
North Platte, Neb.	KGNF	
Oakland, Calif.	KLS	
	KLX	
	KROW	
Ocala, Fla.	WTMC	B
Ogden, Utah.	KLO	M
Ogdensburg, N. Y.	WSLB	
Oklahoma City, Okla.	KOCY	M
	KOMA	C
	KTOK	B
	WKY	N
Okmulgee, Okla.	KHBG	
Olean, N. Y.	WHDL	B
Olympia, Wash.	KGY	M
Omaha, Nebr.	KBON	M
	KOIL	C
	KOWH	B
	WOW	N
Opelika, Ala.	WJHO	M
Orlando, Fla.	WDBO	C
	WLOF	B
Oshkosh, Wisc.	WOSH	B
Ottumwa, Iowa	KBIZ	
Owensboro, Ky.	WOMI	
Paducah, Ky.	WPAD	
Palestine, Tex.	KNET	
Pampa, Texas	KPDN	
Panama City, Fla.	WDLP	
Paris, Texas	KPLT	M
Parkersburg, W. Va.	WPAR	C
Pasadena, Calif.	KPAS	
	KPPC	
	KWKW	
Paterson, N. J.	WPAT	
Pawtucket, R. I.	WFCI	B
Pawtucket, R. I.	WFCI	M
Pecos, Texas	KIUN	
Pendleton, Ore.	KWRC	
Pensacola, Fla.	WCOA	N
Peoria, Ill.	WMBD	C
Petersburg, Va.	WPID	
Philadelphia, Pa.	KYW	N
	WCAU	C

City and State	Call Letters	Major Network
	WDAS	
	WFIL	B
	WHAT	
	WIBG	
	WIP	M
	WPEN	
	WTEL	
Phoenix, Ariz.	KOY	C
	KPHO	
	KTAR	N
Pierre, S. D.	KGFX	
Pine Bluff, Ark.	KOTN	M
Pittsfield, Mass.	WBRK	M
Pittsburg, Kans.	KOAM	N
Pittsburgh, Pa.	KDKA	N
	KQV	B
	WCAE	M
	WJAS	C
	WWSW	
Plattsburg, N. Y.	WMFF	B
Pocatello, Ida.	KSEI	N
Ponca City, Okla.	WBBZ	
Ponce, Puerto Rico	WPAB	
	WPRP	
Pontiac, Mich.	WCAR	
Poplar Bluff, Mo.	KWOC	
Port Arthur, Tex.	KPAC	M
Port Huron, Mich.	WHLS	
Portland, Me.	WCSH	N
	WGAN	C
Portland, Ore.	KALE	M
	KBPS	
	KEX	B
	KGW	N
	KOIN	C
	KWJJ	
	KXL	
Portsmouth, N. H.	WHEB	
Portsmouth, Ohio	WPAY	M
Portsmouth, Va.	WSAP	M
Poughkeepsie, N. Y.	WKIP	B
Powell, Wyo.	KPOW	
Poynette, Wisc.	WIBU	M
Prescott, Ariz.	KYCA	
Presque Isle, Me.	WAGM	
Price, Utah	KEUB	M
Providence, R. I.	WEAN	M
	WJAR	N
	WPRO	C
Provo, Utah	KOVO	M
Pueblo, Colo.	KGHF	B
Pullman, Wash.	KWSC	
Quincy, Ill.	WTAD	C
Racine, Wisc.	WRJN	M
Raleigh, N. C.	WPTF	N
	WRAL	M
Rapid City, S. D.	KOBH	
	WCAT	
Reading, Pa.	WEEU	N
	WRAW	N
Red Bank, N. J.	WBRB	
Redding, Calif.	KVCV	M
Reno, Nev.	KOH	B
Rice Lake, Wisc.	WJMC	
Richmond, Ind.	WKBV	
Richmond, Va.	WBBL	
	WMBG	N
	WRNL	B-M
	WRVA	C
Riverside, Calif.	KPRO	
Roanoke, Va.	WDBJ	C
	WSLS	B-M
Roanoke Rapids, N. C.	WCBT	B
Rochester, Minn.	KROC	N
Rochester, N. Y.	WHAM	B
	WHEC	C
	WSAY	M
Rockford, Ill.	WROK	M
Rock Island, Ill.	WHBF	M
Rock Springs, Wyo.	KVRS	
Rocky Mount, N. C.	WEED	B
Rome, Ga.	WRGA	
Roseburg, Ore.	KRNR	M
Roswell, N. M.	KGFL	
Royal Oak, Mich.	WEXL	
Rutland, Vt.	WSYB	M
St. Albans, Vt.	WWSR	
St. Augustine, Fla.	WFOY	C
St. Cloud, Minn.	KFAM	N
St. Joseph, Mo.	KFEQ	B
St. Louis, Mo.	KMOX	C
	KSD	N
	KWK	M
	KXOK	B
	WEW	
	WIL	
St. Paul, Minn.	KSTP	N
	WMIN	
St. Petersburg, Fla.	WSUN	B
	WTSP	M
Sacramento, Calif.	KFBK	B
	KROY	C
Safford, Ariz.	KGLU	N
Saginaw, Mich.	WSAM	N
Salem, Ore.	KSLM	
Salina, Kans.	KSAL	M
Salisbury, Md.	WBOC	M
Salisbury, N. C.	WSTP	M
Salt Lake City, Utah	KDYL	N
	KSL	C
	KUTA	B
San Angelo, Tex.	KGKL	M
San Antonio, Tex.	KABC	B-M
	KMAC	
	KONO	
	KTSA	C
	WOAI	N
San Bernardino, Calif.	KFXM	M
San Diego, Calif.	KFMB	
	KFSD	B
	KGB	M
San Francisco, Calif.	KFRC	M
	KGO	B
	KJBS	
	KPO	N
	KSAN	
	KSFO	
	KYA	
San Jose, Calif.	KQW	C
San Juan, Puerto Rico	WKAQ	C
	WNEL	
San Luis Obispo, Calif.	KVEC	M
Santa Ana, Calif.	KVOE	M
Santa Barbara, Calif.	KDB	M
	KTMS	B
Santa Fe, N. M.	KVSF	C
Santa Rosa, Calif.	KSRO	
Saranac Lake, N. Y.	WNBZ	B
Sarasota, Fla.	WSPB	
Sault Ste. Marie, Mich.	WSOO	
Savannah, Ga.	WSAV	N
	WTOC	C

City and State	Call Letters	Major Network
Schenectady, N. Y.	WGY	N
	WSNY	
Scottsbluff, Nebr.	KGKY	
Scranton, Pa.	WARM	B-M
	WGBI	C
	WQAN	
Seattle, Wash.	KEVR	
	KIRO	C
	KJR	B
	KOL	M
	KOMO	N
	KRSC	
	KTW	
	KXA	
Sedalia, Mo.	KDRO	
Selma, Ala.	WHBB	M
Sharon, Pa.	WPIC	
Shawnee, Okla.	KGFF	B
Sheboygan, Wisc.	WHBL	M
Shenandoah, Ia.	KFNF	
	KMA	B
Sheridan, Wyo.	KWYO	
Sherman, Texas	KRRV	M
Shreveport, La.	KRMD	B
	KTBS	N
	KWKH	C
Siloam Springs, Ark.	KUOA	
Sioux City, Ia.	KSCJ	B
	KTRI	M
Sioux Falls, S. D.	KELO	N
	KSOO	N
South Bend, Ind.	WSBT	C
Spartanburg, S. C.	WORD	B
	WSPA	C
Spencer, Ia.	KICD	
Spokane, Wash.	KFIO	M
	KFPY	C
	KGA	B
	KHQ	N
Springfield, Ill.	WCBS	B
	WTAX	
Springfield, Mass.	WBZA	N
	WMAS	C
	WSPR	B
Springfield, Mo.	KGBX	N
	KTTS	M
	KWTO	
Springfield, Ohio	WIZE	B
Stamford, Conn.	WSRR	
Sterling, Colo.	KGEK	
Steubenville, Ohio	WSTV	M
Stevens Pt., Wisc.	WLBL	
Stockton, Calif.	KGDM	C
	KWG	B
Suffolk, Va.	WLPM	
Sumter, S. C.	WFIG	B
Sunbury, Pa.	WKOK	
Superior, Wisc.	WDSM	M
Sweetwater, Tex.	KXOX	
Sydney, Mont.	KGCX	
Syracuse, N. Y.	WAGE	B M
	WFBL	C
	WOLF	
	WSYR	N
Tacoma, Wash.	KMO	M
	KTBI	
	KVI	
Tallahassee, Fla.	WTAL	
Tampa, Fla.	WDAE	C
	WFLA	N
	WKGA	
Temple, Texas	KTEM	M
Terre Haute, Ind.	WBOW	N
Texarkana, Tex.	KCMC	M
Thomasville, Ga.	WPAX	
Toccoa, Ga.	WRLC	
Toledo, Ohio	WSPD	N
	WTOL	B
Topeka, Kans.	WIBW	C
Traverse City, Mich.	WTCM	
Trenton, N. J.	WTNJ	
	WTTM	
Troy, N. Y.	WHAZ	
	WTRY	B

City and State	Call Letters	Major Network
Tucson, Ariz.	KTUC	C
	KVOA	N
Tucumcari, N. M.	KTNM	
Tulsa, Okla.	KOME	B-M
	KTUL	C
	KVOO	N
Tuscaloosa, Ala.	WJRD	
Tuscola, Ill.	WDZ	
Twin Falls, Ida.	KTFI	N
Tyler, Texas	KGKB	
Uniontown, Pa.	WMBS	C
Urbana, Ill.	WILL	
Utica, N. Y.	WIBX	C
Valdosta, Ga.	WGOV	M
Valley City, N. D.	KOVC	
Vancouver, Wash.	KVAN	
Vermilion, S. D.	KUSD	
Vernon, Texas	KVWC	M
Vicksburg, Miss.	WQBC	B
Victoria, Texas	KVIC	
Vincennes, Ind.	WAOV	
Virginia, Minn.	WHLB	N
Visalia, Calif.	KTKC	B
Waco, Texas	WACO	B-M
Wallace, Ida.	KWAL	M
Walla Walla, Wash.	KUJ	
Warren, Ohio	WRRN	
Washington, D. C.	WINX	
	WJSV	C
	WMAL	B
	WOL	M
	WRC	N
	WWDC	
Washington, N. C.	WRRF	B
Washington, Pa.	WJPA	
Waterbury, Conn.	WATR	M
	WBRY	C
Waterbury, Vt.	WDEV	
Waterloo, Ia.	KXEL	B
Watertown, N. Y.	WATN	
	WWNY	
Watertown, S. D.	KWAT	
Watsonville, Calif.	KHUB	
Wausau, Wisc.	WSAU	M
Waycross, Ga.	WAYX	
Welch, W. Va.	WBRW	
Wenatchee, Wash.	KPQ	B
Weslaco, Texas	KRGV	M-N
West Palm Beach, Fla.	WJNO	C
West Point, Ga.	WDAK	M
West Lafayette, Ind.	WBAA	
Wheeling, W. Va.	WKWK	C
	WWVA	B
White Plains, N. Y.	WFAS	
Wichita, Kans.	KANS	N
	KFBI	B
	KFH	C
Wichita Falls, Tex.	KWFT	C
Wilkes-Barre, Pa.	WBAX	M
	WBRE	N
Williamson, W. Va.	WBTH	
Williamsport, Pa.	WRAK	N
Willmar, Minn.	KWLM	M
Wilmington, Del.	WDEL	N
	WILM	M
Wilmington, N. C.	WMFD	B
Wilson, N. C.	WGTM	M
Winchester, Va.	WINC	B
Winona, Minn.	KWNO	M
Winston Salem, N. C.	WAIR	B-M
	WSJS	N
Wisconsin Rapids, Wisc.	WFHR	M
Woodside, N. Y.	WWRL	
Worcester, Mass.	WAAB	M
	WORC	B
	WTAG	C
Yakima, Wash.	KIT	M
Yankton, S. Dak.	WNAX	C
York, Pa.	WORK	M-N
	WSBA	
Youngstown, Ohio	WFMJ	B
	WKBN	C
Yuma, Ariz.	KYUM	N
Zanesville, Ohio	WHIZ	N
Zarephath, N. J.	WAWZ	

ALABAMA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WHMA

ANNISTON—EST. 1938

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Harry M. Ayers
Address .....Radio Building, 1330 Noble St.
Phone Number.....2380
Transmitter Location..... Radio Building, 1330 Noble St.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Anniston Star
News Service.....AP, UP
Representative.....Sears & Ayer, Inc.

Personnel

Owner .....Harry M. Ayers
Station-Commercial Manager.....J. W. Buttram
Program-Musical Director.....Hugh Webb
Publicity Director.....Malcolm Street
Chief Announcer.....Frank McClean
Chief Engineer.....James Hudson

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WJLD

BESSEMER—EST. 1942

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....J. Leslie Doss
Address .....Hotel Gary
Phone Number.....2300; 2301
Transmitter Location.....Blue Lake Site
Time on the Air.....6 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....World Broadcasting System

Personnel

Owner .....J. Leslie Doss
Manager.....J. "Ed" Reynolds
Sales Promotion-Program Director.....Leland Childs
Production Manager.....Byrl Cooley
Chief Engineer.....Einer Larsen

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WAPI

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc.....Power: 5000 Watts
Owned By.....Alabama Polytechnic Institute, University of Alabama, Alabama College.
Operated By.....Voice of Alabama, Inc.
Address .....Protective Life Bldg.
Phone Number.....3-8116
Studio Addresses.....Protective Life Bldg.; University of Alabama Campus, Tuscaloosa; Alabama College Campus, Montevallo.
Transmitter Location.....Sandusky, Ala.
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....UP
Representative..... Radio Sales

Personnel

Chairman of Board.....Ed Norton
President-General Manager.....Thad Holt
National Sales & Promotion Manager..... H. H. Holthouser
Program Director-Chief Announcer .....Lionel Baxter
Production Manager.....Stuart Mims
Publicity Director.....Mary Bennett
Agricultural Editor.....Jim Romine
Production Consultant.....John Carlile
Musical Director.....Clo McAlpin
Chief Engineer.....N. S. Hurley

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WBRC

BIRMINGHAM—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By..Birmingham Broadcasting Co., Inc.
Address.....Second Avenue at Eighteenth Street N.
Phone Number..... 3-9293
Transmitter Location....2400 Arkedelphia Rd.
Time on the Air.....Unlimited license
Transcription Service.....Standard Radio; Langworth Supplement
Representative.....Paul H. Raymer Co.

Personnel

President.....K. G. Marshall
General Manager.....J. C. Bell
Ass't Manager.....John M. Connolly

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WSGN

BIRMINGHAM—EST. 1925

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated by.....The Birmingham News Co.
Address..... Dixie Carlton Hotel
Phone Number.....4-3434
Transmitter Location.....Alabama State Fair Grounds
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation....Birmingham News; Birmingham Age-Herald
News Service.....AP

Transcription Service.....NBC Thesaurus, Langworth; Davis & Schwegler
Representative.....Headley-Reed Co.

Personnel

V-P. and Gen. Mgr.....Henry P. Johnston
Assistant to Manager.....Evelyn Hicks
Sales Promotion Manager.....Bob Venn
Program Director.....Bill Terry
Musical Director.....Larry Yester
Traffic Manager..... Josephine Marlow
Chief Engineer.....P. B. Cram

WMSL

DECATUR—EST. 1935

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... Tennessee Valley Broadcasting Co.
Address .....Mutual Savings Life Bldg.
Phone Number.....802-3-4
Transmitter Location..Mutual Savings Life Bldg.
Time on the Air.....16¼ hours daily
News Service.....UP
Transcription Service....World Broadcasting System
Representative.....Headley-Reed Co.

Personnel

President.....Melvin Hutson
Secretary-Treasurer.....Clyde Hendrix
Station-Commercial Manager.....Curtis Gover
Program-Publicity Manager....Genevra Hough Bell
Production Manager-Chief Announcer.....John L. Slatton
Chief Engineer.....Calloway M. Callicott

WAGF

DOTHAN—EST. 1933

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Dothan Broadcasting Company
Address.....204½ E. Main Street
Phone Number.....1430
Transmitter Location.....Headland Highway, Dothan
Time on the Air.....Daytime license
Newspaper Affiliation.....Dothan Eagle
Transcription Service.....Standard Radio

Personnel

Station Manager.....Julian C. Smith
Commercial Manager.....Fred Moseley

WJBY

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Gadsden Broadcasting Co.
Address .....108 Broad Street
Phone Number 88
Transmitter Location.....108 Broad Street
Time on the Air.....7 a.m. to 12 midnight
News Service ..... Transradio
Representative .....Sears & Ayer

Personnel

President .....B. H. Hopson

WBHP

HUNTSVILLE—EST. 1937

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power 250 Watts
Owned-Operated By.....W. H. Pollard
Address.....318 W. Clinton St.
Phone Number.....313
Transmitter Location....1½ West of Huntsville
Time on the Air.....Unlimited license

Personnel

President-Station Mgr.....W. H. Pollard

WALA

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 5000 Watts
Owned By.....W. O. Pape
Operated By .....Pape Broadcasting Co.
Address.....106 St. Joseph St., AT&N Railroad Bldg.
Phone Number.....Dexter 3-3787
Transmitter Location..Cochrane Bridge Causeway, Baldwin County
Time on the Air.....6 a.m. to 11:05 p.m.
News Service.....AP
Transcription Service.....Standard Radio
Representative.....Headley-Reed Co.

Personnel

Owner.....W. O. Pape
Station Manager.....H. K. Martin
Program Director-Chief Announcer.....Charles Saunders
Musical Director.....Agnes Pirtle
Chief Engineer.....Raymond Hurley

WMOB

MOBILE—EST. 1939

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK

Frenquency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....S. B. Quigley
Business Address.....600 St. Louis St., (Quigley Building)
Phone Number.....Belmont 2-4566
Studios Addresses.....600 St. Louis St.;
Transmitter Location.....600 St. Louis St.
Time on the Air.....7 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Sears & Ayer, Inc.

Personnel

Owner-Manager.....S. B. Quigley
Commercial Manager.....F. E. Busby
Program-Production Director...Wallace Dunlap
Chief Engineer.....T. L. Greenwood

WCOV

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Capital Broadcasting Company, Inc.
Business Address..... 2 Montgomery St.
Phone Number.....5781
Studio Address.....Exchange Hotel
Transmitter Location.....Narrow Lane Road, Montgomery
Time on the Air.....17 hours daily
News Service .....INS
Transcription Service.....C. P. Mac Gregor
Representative.....Howard H. Wilson Co.

Personnel

Manager.....G. W. Covington, Jr.
Executive Secretary.....Evelyn B. Robinson
Sales Manager.....R. B. Raney
Sales Promotion Manager....John C. Hughes
Program-Musical Director.....Joe Byars
Chief Announcer.....Luke Tanner
Chief Engineer.....W. D. Weatherly

WSFA

MONTGOMERY—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Montgomery Broadcasting Co., Inc.
Address.....Jefferson Davis Hotel
Phone Number.....8361
Transmitter Location.....Narrow Lane Road,
Time on the Air.....6 a.m. to 10:30 p.m.
News Service.....UP
Transcription Service NBC Thesaurus
Representative.....Headley-Reed Co.

Personnel

President-General Manager....Howard E. Pill
Station Director.....John B. DeMotte
Local Sales Manager.....W. W. Hunt
Program-Musical Director....Caldwell Stewart
Chief Announcer.....Robert Hope
Chief Engineer.....Cliff Shelkofsky

WLAY

MUSCLE SHOALS CITY—EST. 1933

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....Muscle Shoals Broadcasting Corporation
Address.....East Second St.
Phone Number.....Sheffield 1450
Transmitter Location.....Muscle Shoals, Ala.
Time on the Air.....6:45 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....C. P. MacGregor
Representative.....Sears & Ayer

Personnel

Station Manager.....E. J. Sperry
Program Director.....Miranda Jeff
Chief Engineer.....Glenn Boatright

WJHO

OPELIKA—EST. 1940

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. ....Power 250 d.; 100 n.
Owned-Operated By ..... Opelika-Auburn Broadcasting Co.
Address.....1400 Auburn Road
Phone Number.....750-751
Transmitter Location.....1400 Auburn Road
Time on the Air.....Unlimited license

WHBB

SELMA—EST. 1935

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By....Selma Broadcasting Company, Inc.
Business Address.....209 Washington St.
Phone Number.....1233
Studio Address.....209 Washington St., Selma, Ala.
Transmitter Location.....Seventh Ave., North
Time on the Air.....7:30 a.m. to 11 p.m.
Representative.....Sears & Ayer, Inc.

Personnel

President .....B. H. Hopson
Vice-President-Station Mgr.....Julien Smith, Jr.
Sales Promotion-Production Manager.....Erin Reynolds
Program Director.....Marshall Parsons
Chief Announcer.....James Stanley
Chief Engineer.....Edmond Jackson

WJRD

TUSCALOOSA—EST. 1936

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....James R. Doss, Jr.
Address.....First National Bank Bldg.
Phone Number.....4464-65
Transmitter Location.....Jug Factory & Greensboro Roads
Time on the Air.....Unlimited license
Transcription Service....World Broadcasting System, C. P. MacGregor
Representative..... Headley-Reed Co.,

Personnel

Manager.....J. Ed. Reynolds

ARIZONA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KWJB

GLOBE—EST. 1938

ARIZONA BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By: .....Bartley T. Sims, d/b Sims Broadcasting Co.
Business Address.....Globe
Phone Number.....Globe 41
Studio Address.....Hotel Globe
Transmitter Location.....1 Mile South on County Road
Time on the Air.....Unlimited license

Personnel

Owner-Manager..... Bartley T. Sims

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KCRJ

JEROME—EST. 1930

ARIZONA BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Central Arizona Broadcasting Co.
Address.....811 Main St.
Phone Number.....Jerome 88
Transmitter Location.....811 Main St.
Time on the Air.....Unlimited license
Newspaper Affiliation.....Prescott Evening Courier

Personnel

President.....Della Tovrea Stuart
Manager.....Howard Kuhn

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KSUN

LOWELL—EST. 1933

ARIZONA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Copper Electric Co.
Address.....Lowell, Ariz.
Phone Number.....Lowell 9
Transmitter Location.....Lowell, Ariz.
Time on the Air.....7 a.m. to 11 p.m.
News Service.....PA
Representative.....John Blair & Co.

Personnel

Station Manager.....Carleton W. Morris
Commercial Manager.....John Hickman
Program Director.....Esther Morris
Production Manager.....Marion McKinney
Chief Engineer.....Earl Hickman

KOY

PHOENIX—EST. 1921

COLUMBIA BROADCASTING SYSTEM
THE ARIZONA NETWORK

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By..Salt River Broadcasting Company
Address.....836 North Central Avenue
Phone Number.....4-4144
Transmitter Location.....12th St. & Camelback Rd.
Time on the Air.....6 a.m. to 11:05 p.m.
Newspaper Affiliation.....Prairie Farmer Publishing Co., Arizona Farmer
News Service...Press Association; Transradio
Transcription Service.....World Broadcasting System
Representative.....John Blair & Co.

Personnel

Chairman of Board.....Burridge D. Butler
President.....W. A. Baldwin
Station Manager.....Harold A. Safford
Commercial Manager.....John L. Hogg
Business Manager.....Albert D. Johnson
Program Director.....John R. Williams
Publicity-War Program Director.....Frances C. Myers
Women's Program Director...Elizabeth Taylor
Continuity Editor.....P. C. Benard
Chief Announcer.....Joe Dana
Farm Editor.....Ernest Douglas
Musical Director.....Alfred Becker
Chief Engineer.....Robert Thompson

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KPHO

PHOENIX—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....M. C. Reese
Business Address.....First National Bank Bldg.
Phone Number.....3-3197
Studio Address.....24th Ave. & Buckeye Rd.
Transmitter Location.....24th Ave. & Buckeye Rd.
Time on the Air.....6 a.m. to midnight
News Service.....INS
Transcription Service.....Associated Music Publishers

Personnel

Executive Manager.....M. C. Reese
Station-Program Manager.....D. C. Reese
Publicity Director.....Sharon Stanford
Musical Director.....M. C. Reese, Jr.
Chief Engineer.....Louis Subblett

KTAR

PHOENIX—EST. 1922

BLUE NETWORK—NBC
ARIZONA BROADCASTING CO.

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By..... KTAR Broadcasting Company
Business Address.....711 Heard Building
Phone Number.....4-4161
Studio Address.....Atop the Heard Building
Transmitter Location.....36th St. & East Thomas Road
Time on the Air.....6:00 a.m. to 12 midnight
Newspaper Affiliation.....Arizona Republic and Phoenix Gazette
News Service.....AP; INS; PA; UP
Transcription Service.....NBC Thesaurus, Standard Radio Library and Langworth
Representative.....Paul H. Raymer Co.

Personnel

President.....Sam Kahan
General Manager.....Dick Lewis
Commercial Manager.....J. R. Heath
Sales Promotion Manager..T. M. Pennington
Program Director.....J. Howard Pyle
Director of War Programs.....Dick Lewis
Publicity Director.....Francis Connolly
Office Manager .....B. R. Fulbright
Traffic Manager.....Frank Little
Artists' Bureau Head.....Mary Louise Watson
Chief Engineer.....Harold Haughawout

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KYCA

PRESCOTT—EST. 1940

ARIZONA BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Southwest Broadcasting Company
Address.....East Gurley St.
Phone Number.....244
Transmitter Location.....East Gurley St.
Time on the Air.....Unlimited License
News Service.....INS
Transcription Service.....NBC Thesaurus
Representative.....Paul Raymer Co.

Personnel

President .....Albert Stetson
Station Manager.....Harold Ritter
Commercial Manager.....Parker Sutton
Program Director.....Roberta Pfister
Office Manager.....Lora Marston
Chief Announcer.....Frederick Blackburn
Artists' Bureau.....Byron Lee McCall
Musical Director.....Augustine Rodarte

KGLU

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.
ARIZONA BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Gila Broadcasting Company
Address ..... 6th Ave. & Relation St.
Phone Number..... 15
Transmitter Location....6th Ave. & Relation St.
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.
News Service.....AP; INS; UP
Transcription Service.....Standard Radio
Representatives.....Paul H. Raymer Co. and Arizona Broadcasting Co.

Personnel

President.....Louis F. Long
General Manager.....Paul Merrill
Program-Publicity Director...Willard Shoecraft
Chief Announcer.....Lester McBride
Chief Engineer.....Herbert Hartman

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KTUC

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM
ARIZONA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Tucson Broadcasting Co., Inc.
Address.....E. Broadway & Tyndall
Phone Number.....5800-5801
Transmitter Location.....Broadway at Tyndall
Time on the Air.....6 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....World Broadcasting System
Representative.....John Blair & Co.

Personnel

President.....Ralph W. Bilby
Station Manager.....Lee Little
Commercial Manager.....Victor Gilland
Sales Promotion Manager....George Eubanks
Program-Musical Director and Chief Announcer.....Wayne A. Sanders
Production Manager.....Tom Hotchkiss
Chief Engineer.....Cliff Livingston

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KVOA

TUCSON—EST. 1928

NATIONAL BROADCASTING CO.
ARIZONA BROADCASTING COMPANY

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By: Arizona Broadcasting Company, Inc.
Business Address.....P. O. Box 2911
Phone Number.....3703
Studio Address.....48 East Broadway

Transmitter Location.....10th and Lee
Time on the Air.....Unlimited license
Newspaper Affiliation.....Arizona Republic
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

General Manager.....R. B. Williams

•

KYUM

YUMA—EST.1940

BLUE NETWORK-NBC

ARIZONA BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Yuma Broadcasting Co.
Business Address.....Post Office Box 352
Phone Number.....Yuma 88
Studio Address....19th Avenue and 1st Street
Transmitter Location..19th Avenue and 1st St.
Time on the Air: 7 a.m. to 10:45 p.m.; Sundays, 8:30 a.m. to 10:45 p.m.
News Service.....AP, INS, PA, UP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

President.....John H. Huber
General Manager.....Harper M. Phillips

ARKANSAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KLCN

BLYTHEVILLE—EST. 1922

Frequency: 900 Kc.....Power: 1000 Watts
Owned by.....Fred O. Grimwood
Operated by.....Harold L. Sudbury
Address.....218 W. Walnut St.
Phone Number.....2093
Transmitter Location.....Highway No. 18, North of Blytheville
Time on the Air.....6 a.m. to local sunset
News Service.....UP
Transcription Service: Keystone Broadcasting System
Representative.....The Foreman Co.

Personnel

Station-Commercial Manager.....Harold L. Sudbury
Sales Promotion Manager.....Harold Sudbury
Director of War Programs-Chief Announcer.....Tom Reeder
Musical Director.....Lloyd Blomeyer
Chief Engineer.....Bob Connor

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KELD

EL DORADO—EST. 1925

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Radio Enterprises, Inc.
Address.....Country Club Colony
Phone.....1313
Transmitter Location.....Country Club Colony
Time on the Air: 6:45 a.m. to 10:30 p.m.; Sundays, 7:30 a.m. to 10:30 p.m.
News Service.....INS
Transcription Service.Standard Library Service

Personnel

President.....R. E. Meinert
Station Manager.....Ewing Canaday
Commercial Manager.....L. B. Russell
Sales Promotion Manager-Director of War Programs.....Harry T. MacDonough
Program Director.....Mary Gideon
Chief Announcer.....Rodney Smith
Chief Engineer.....Ewing Canaday

•

KFPW

FORT SMITH—EST. 1930

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... Southwestern Hotel Co.
Address.....Goldman Hotel
Phone Number.....4106
Transmitter Location.....Albert Pike & Kelley Highway
Time on the Air.....6:30 a.m. to 9:30 p.m.
News Service.....UP
Transcription Service.....NBC Thesaurus; World Broadcasting System

Personnel

General Manager.....John A. England
Station Manager.....J. E. "Pat" Garner
Commercial-Sales Promotion Manager.....Bill Slates
Program-Musical Director.....Dorothy Gibson
Chief Announcer.....William A. Stapleton
Chief Engineer.....John M. Van Horn

KFFA

HELENA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By:.Helena Broadcasting Co.
Address.....215 York St.
Phone Number.....Main 59
Transmitter Location.....215 York St.
Time on the Air.....108 hours weekly
News Services.....UP
Transcription Service.....NBC Thesaurus

Personnel

President-General Manager....Sam Anderson
Program Director.....Rosalins Mundt
Chief Engineer.....J. C. Warren

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KTHS

HOT SPRINGS—EST. 1924

BLUE NETWORK

Frequency.....1090 Kc.
Power.....10,000 d.; 1000 n.
Owned-Operated By..Radio Broadcasting, Inc.
Address.....135 Benton Street
Phone Number.....1160-1161
Transmitter Location.....Malvern Road
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Branham Company

Personnel

President.....John C. McCormack
Station Manager.....K. K. Kellam
Program Director.....A. M. Kiryak
Chief Announcer-Musical
Director.....Doc Warren
Chief Engineer.....J. Clinton Norman

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KWFC

HOT SPRINGS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Hot Springs Broadcasting Co.
Operated By: Clyde E. Wilson & Howard A. Shuman
Address.....819½ Central
Phone Number.....412
Transmitter Location.....819½ Central
Time on the Air.....7 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....NBC Thesaurus

Personnel

General Manager.....Clyde E. Wilson
Station-Commercial Manager.....Frank Rough
Program Director-Chief
Announcer.....Robert Fugate
Chief Engineer.....Charles Greenley

KBTM

JONESBORO—EST. 1930

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned by....Jay P. Beard d/b as Regional Broadcasting Co.
Operated By.....Mrs. Jay P. Beard
Address: KBTM Bldg., Madison at Jackson Sts.
Phone Number.....597
Transmitter Location.....Rural Route No. 4
Time on the Air.....Unlimited license

Personnel

President.....Jay P. Beard
Station Manager.....Mrs. Jay P. Beard
Commercial Manager.....Roland Hughes
Program Director.....Beauton Wood

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KARK

LITTLE ROCK—EST. 1931

NATIONAL BROADCASTING CO.
SOUTHCENTRAL QUALITY GROUP

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By: Arkansas Radio & Equipment Co.
Address .....Radio Center, 114 E. Capitol
Phone Number.....2-1841, LD 224
Transmitter Location: Northeast of North Little Rock
Time on the Air.....Unlimited license
Transcription Service.....Standard
Representative.....Edward Petry & Co.

Personnel

President.....T. H. Barton
V-P. and Gen. Mgr.....G. E. Zimmerman
Studio Manager.....Bruce Grant

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KGHI

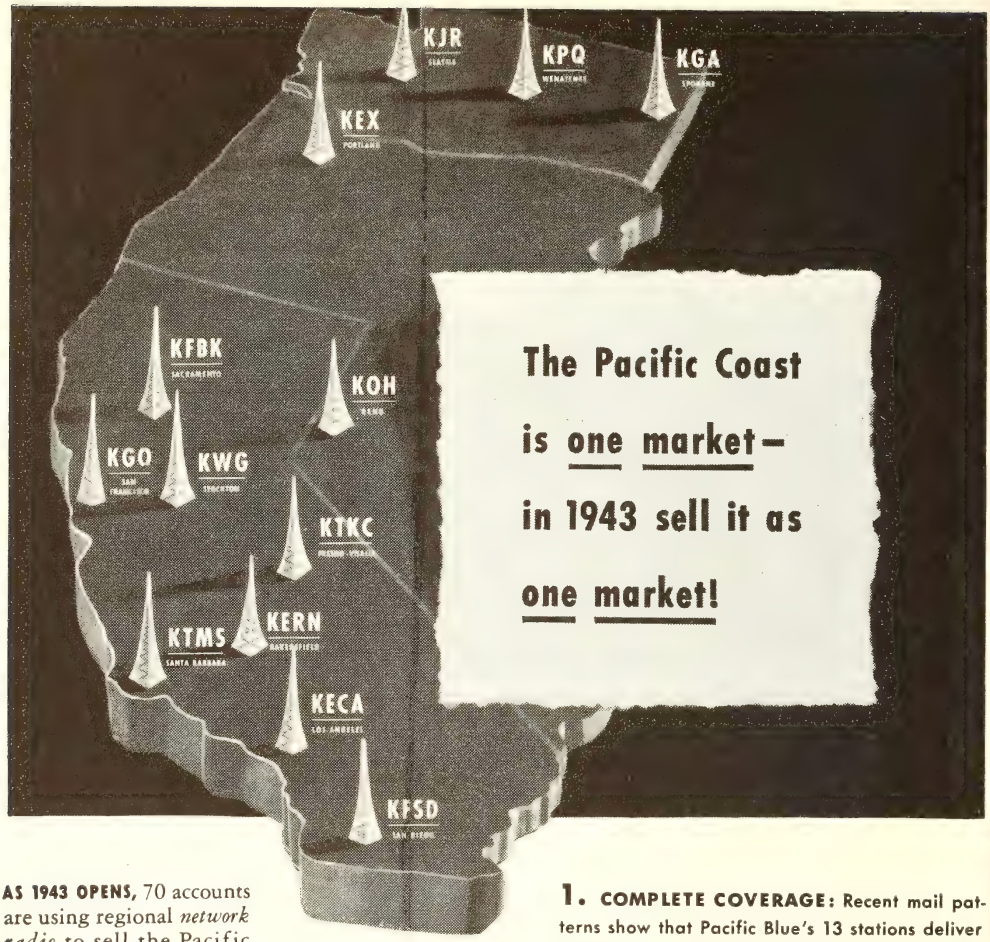
LITTLE ROCK—EST. 1927

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: Arkansas Broadcasting Company
Address.Gazette Building, 3rd & Louisiana Sts.
Phone Number.....9166
Transmitter Location.....Gazette Building
Time on the Air: 6 a.m. to 11 p.m., Mondays through Fridays; 6 a.m. to 12 midnight; 6:45 a.m. to 11 p.m., Sundays
Newspaper Affiliation.....Arkansas Gazette
Representative.....Spot Broadcasting, Inc.

Personnel

President.....A. L. Chilton
Station Manager.....S. C. Vinsonhaler
Commercial Manager.....R. E. Rives
Program Director.....Dorothy Weise
Chief Engineer.....K. F. Tracy



AS 1943 OPENS, 70 accounts are using regional *network radio* to sell the Pacific Coast the way it can best be sold — *as one market.* These 70 advertisers realize that Coast network radio provides the largest circulation at the lowest cost per thousand of any medium they can buy.

They know that network radio is the medium for instant and complete coverage of the West's highly-paid war workers. That network radio is the one regional medium that provides a monthly check on the *net* circulation of their advertising.

That network radio's priority on the finest available time periods guarantees maximum results from their radio expenditures.

Increasingly, Pacific Blue is the network regional advertisers are buying. *Since August 1 more new regional accounts have started on Pacific Blue than on any other two Coast networks combined.* These are a few of the reasons —

1. COMPLETE COVERAGE: Recent mail patterns show that Pacific Blue's 13 stations deliver primary coverage, day and night, of the counties where 95% of the Coast's retail sales are made.

2. READY-BUILT PROGRAMS: You can buy a sales-proven program on 13 Pacific Blue stations for as little as $246 (time and talent). On nine California stations for only $150 (T and T).

3. GUARANTEED TIME: Pacific Blue protects your program investment by guaranteeing your time against preemption. Many guarantees are on a 52-week basis. You retain the time you buy on the Blue.

4. RATE ECONOMY: Pacific Blue costs 20% less than any other Coast network offering comparable facilities. See Pacific Blue Rate Card No. 2 for new discounts and rebates.

THE PACIFIC BLUE NETWORK

Hollywood, Sunset and Vine • San Francisco, Taylor and O'Farrell

REPRESENTED BY BLUE SPOT SALES — *New York • Chicago • Detroit*

KLRA

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency:1010 Kc...Power 10000 d.; 5000 n.
Owned-Operated By...Arkansas Broadcasting Company
Address...Gazette Bldg., 3rd & Louisiana Sts.
Phone 5427
Transmitter Location..Highway No. 70, 8 miles east of Little Rock
Time on the Air: 6 a.m. to 11:05 p.m., Mondays through Saturday; 7 a.m. to 11:05 p.m., Sundays
Newspaper Affiliation.....Arkansas Gazette
News Service.....UP
Transcription Service.....NBC Thesaurus; Associated Music Publishers
Representative.....The Katz Agency

Personnel

President.....A. L. Chilton
General Manager.....S. C. Vinsonhaler
Merchandising Manager.....P. E. Denton
Program-Publicity Director.....M. N. Bostick
Chief Engineer.....K. F. Tracy

•

KOTN

PINE BLUFF—EST. 1934

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Universal Broadcasting Corporation
Address .....505½ Main St.
Phone Number 721
Transmitter Location.....505½ Main St.
Time on the Air.....7 a.m. to 10 p.m.
News Service .....UP

Personnel

President-General Manager.....B. J. Parrish
Sales Promotion Manager.....R. W. Etter
Program Director.....Ayleene Somervell

•

KUOA

SILOAM SPRINGS—EST. 1923

ARKANSAS NETWORK

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....KUOA Incorporated
Address.....John Brown University Campus
Phone Number 77
Transmitter Location...John Brown University Campus
Time on the Air.....6 a.m. to Local Sunset
News Service .....UP
Transcription Service.... World Broadcasting System
Representative .....The Walker Company

Personnel

Chairman of Board.....John E. Brown
Station Manager.....Storm Whaley
Commercial-Program Manager..Calen Gilbert
Director of War Programs.....Storm Whaley
Chief Engineer.....Cecil E. Smith

CALIFORNIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KERN

BAKERSFIELD—EST. 1932

BLUE NETWORK
GOLDEN WEST NETWORK

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By..McClatchy Broadcasting Co.
Address .....Elks Bldg.
Phono Number 8-8431
Transmitter Location.....Ming & Oak Sts.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation McClatchy Newspapers
News Service .....INS
Transcription Service.....Standard Radio
Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station Manager.....Deane Banta
Commercial Manager.....Richard Brothers
Program-Publicity Director.....Michael Powell
Chief Engineer .....Verne Shatto

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KPMC

BAKERSFIELD—EST. 1933

MUTUAL—DON LEE

Frequency: 1560 Kc.....Power: 1000 Watts
Owned-Operated By..Pioneer Mercantile Co.
Business Address.....20th & Eye Streets
Phone Number 8-8581
Transmitter Location .....307½ East 21st St.
Time on the Air.....Unlimited license
Transcription Service.... World Broadcasting System; NBC Thesaurus; Langworth

Personnel

President .....F. G. R. Schamblin
Station Manager.....L. A. Schamblin

KRE

BERKELEY—EST. 1923

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Central California Broadcasters, Inc.
Address .....601 Ashby Avenue
Phone Number.....Ashberry 7715
Transmitter Location.....601 Ashby Avenue
Time on the Air.....Unlimited
News Service .....INS
Transcription Service .....Standard Radio

Personnel

President-Station Manager....Arthur Westlund
Sales Promotion-Program Manager .....Don Hambly
Chief Announcer.....Phil McKernan
Musical Director.....Harrold S. Hawley

KMPC

BEVERLY HILLS—EST. 1928

Frequency: 710 Kc.....Power: 10,000 Watts
Owned-Operated By....KMPC, The Station of the Stars, Inc.
Address .....9631 Wilshire Boulevard
Phone Numbers.....BRadshaw 2-4411; CRestview 6-6211
Transmitter Location.....12755 Burbank Blvd., N. Hollywood, Calif.

KMPC

The Most Powerful Independent Station in the West

Beverly Hills—Los Angeles

Providing Intensive Coverage of the Nation's Third Market with

10,000

Watts Power

710 Kc.

National Representative

Paul H. Raymer Company

Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service.....Associated, NBC Thesaurus
Representative..... Paul H. Raymer Co.

Personnel

President .....G. A. Richards
Vice-President.....Leo Fitzpatrick
Vice-President .....John Patt
V.-P., General Manager....Robert O. Reynolds
Sales Promotion Manager.....Herbert Wixson
Program-Production Manager..Wm. L. Forman
Traffic Manager.....Joseph Towner
Chief Announcer.....Howard Rhines
Musical Director.....Marie Hodson
Chief Engineer.....Lloyd Sigmon
Director of War Programs..Woodrow W. Hattic

KHSL

CHICO—EST. 1935

MUTUAL

Frequency: 1290 Kc.....Power 1,000 Watts
Owned-Operated By.....Golden Empire Broadcasting Co., Inc.
Address .....4th & Broadway Sts.
Phone Number.....Chico 237-8
Transmitter Location..Hooker & Madrone Aves.
Time on the Air: 6:30 a.m. to 11:00 p.m.; 8:00 a.m. to 11:00 p.m., Sundays
News Service.....UP
Transcription Service.....Standard Radio, C. P. MacGregor
Representative.....W. S. Grant Co.

Personnel

President .....Hugh McClung
Station Manager.....M. F. Woodling
Commercial Manager.....Henry Watton
Program Director.....Mabel Swift
Chief Announcer.....Donald Nelson
Chief Engineer.....Emory P. Milburn

KXO

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Valradio, Inc.
Address .....793 Main St.
Phone Number 1100
Transmitter Location .....El Centro
Time on the Air.....Unlimited
Transcription Service .....Standard Radio
Representative.....Paul H. Raymer Co.

Personnel

President.....Thomas E. Sharp
Station Manager .....Ken Thornton
Commercial Manager.....Belle Hovey
Program Director.....Jean Jordan
Chief Announcer.....Anthony Ricca
Chief Engineer.....James Coin

KIEM

EUREKA—EST. 1933

MUTUAL—DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By ....Redwood Broadcasting Co., Inc.
Business Address ..... Box 43
Phone Number.....93
Studio Address.....Box 43, Eureka
Transmitter Location.....McFarland Tract
Time on the Air.....7 a.m. to 10:15 p.m.
News Service .....INS; UP
Transcription Service.....World Broadcasting System; C. P. MacGregor; Langworth
Representative.....John Blair & Co.

Personnel

Station Manager.....William B. Smullin
Rural War Manager.....Eddie Logan
Commercial Manager.....Betty Anderson
Production Manager.....C. Paul Corbin
Sales Promotion Manager.....Violet Susan
Program Manager.....Mary Boals
Musical Director.....James Fasullo
Religious Director..Rev. Charles H. Hudson
Office Manager.....George E. Thompson
Traffic Manager .....Betty Matthias
Education Director.....Earl Roberts
Engineer.....Alvar Olson

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KARM

FRESNO—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By....KARM, The George Harm Station
Address .....1333 Van Ness Ave.
Phone Number 4-2966
Transmitter Location....Van Ness & Alluvial Avenues
Time on the Air.....6 a.m. to 12 midnight; 8 a.m. to 12 midnight, Sunday
News Service .....INS
Transcription Service.....Standard Radio; Associated Music Publishers
Representative .....Free & Peters, Inc.

Personnel

Owner & President.....Mrs. Hattie Harm
Vice-President-General Manager .....Clyde F. Coombs
Commercial Manager.....Ned L. Brown
Director.....Dean M. Metcalf
Chief Engineer.....John Scales

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KFRE

FRESNO—EST. 1941

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By.....J. E. Rodman
Address.....T. W. Patterson Bldg.
Phone Number..... 4-5001
Transmitter Location.....Clinton & First Sts.
Time on the Air.....6 a.m. to 2 a.m.
News Service .....UP
Transcription Service.....Associated Music Publishers
Representative..... John Blair & Co.

Personnel

Owner .....J. E. Rodman
Station Manager.....Paul R. Bartlett
Program Director.....Gene Chenault
Director of Special Events.....Bob Davies
Office Manager.....Lois Daniels
Traffic Manager.....Bette Jean Miner
Publicity Director.....Francis Quinn
Chief Engineer.....Sheldon Anderson

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KMJ

FRESNO—EST. 1922

NATIONAL BROADCASTING CO.
GOLDEN WEST NETWORK

Frequency: 580 Kc. .....Power: 5,000 Watts
Owned-Operated By..McClatchy Broadcasting Co.
Address .....Van Ness & Calaveras
Phone Number..... 3-6277
Transmitter Location....North & Madera Aves. Kerman
Time on the Air:.....24 hours daily
Newspaper Affiliation.....The Fresno Bee (McClatchy Newspapers)
News Service .....UP
Transcription Service.....NBC Thesaurus
National Sales Office.....Walter Davison
Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station Manager.....Keith Collins
National Sales Manager (N. Y. C.) Walter Davison
Manager.....Margaret Vogelsang
Special Events Director.....Frank Arthur
Musical Director.....Andy Patterson
Chief Engineer.....Wm. N. Wallace
War Program Director.....Gordon Roth

•

KIEV

GLENDALE—EST. 1932

Frequency: 870 Kc.....Power: 250 Watts
Owned-Operated By: Cannon Broadcasting System, Ltd.
Address.....102 N. Glendale Ave.
Phone Number.....CItrus 1-1133
Transmitter Location.....102 N. Glendale Ave.
Time on the Air.....Daytime License

Personnel

President.....David H. Cannon
General Manager.....L. W. Peters

another reason

Los Angeles retailers — the boys who check every advertising dollar at the cash register — used more quarter-hours on KECA in 1942 than the local NBC, Columbia and Mutual outlets *combined!*

And for general classification, too, KECA topped any of the other 3 for local quarter-hour sponsorship. Local advertisers expect results and they get results when they select KECA—the bargain buy of the Nation's 3rd Major Market!

owned and operated by
EARLE C. ANTHONY, INC.

KECA
OF LOS ANGELES

BLUE NETWORK AFFILIATE

FREE & PETERS, INC. — Sales Reps.

• • CALIFORNIA • •

KFOX

LONG BEACH—EST. 1924

GOLDEN WEST NETWORK

Frequency: 1280 Kc.....Power: 1000 Watts
Owned By.....Nichols & Warinner, Inc.
Operated By.....Hal G. Nichols
Address.....220 E. Anaheim Street
Phone Number.....672-81
Transmitter Location....220 E. Arnheim Street
Time on the Air.....Unlimited license
Transcription Service.....Standard Radio, Langworth Transcription Service; C. P. MacGregor

Personnel

President.....Hal G. Nichols

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KGER

LONG BEACH—EST. 1926

Frequency: 1390 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By: Consolidated Broadcasting Corp.
Business Address.....435 Pine Ave.
Phone Number.....Long Beach 660-41
Studio Addresses: 435 Pine Ave.; 643 So. Olive, Los Angeles
Transmitter Location.....Atlantic & Olive, Compton
Time on the Air.....7 a.m. to 11 p.m.
News Service.....AP
Transcription Service: World Broadcasting System, Standard Radio, Lang-Worth, McGregor
National Representative....Howard H. Wilson Co.

Personnel

President-Gen'l Manager...C. Merwyn Dobyns
Business Manager.....Thomas P. Hunter
Program Director.....Helene Smith
Manager, Los Angeles Studios.....Lee Wynne
Production Manager.....Iola Josephson
Chief Engineer.....Jay Tapp

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KECA

LOS ANGELES—EST. 1929

BLUE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By...Earle C. Anthony, Inc.
Address.....141 North Vermont Avenue
Phone Number.....FAirfax 2121
Transmitter Location.....2951 S. Fairfax Ave.
Time on the Air.....6:00 a.m. to 12 midnight; 8:00 a.m. to midnight, Sunday
News Service.....UP, AP
Transcription Service: Standard Radio, C. P. MacGregor, Lang-Worth
Representative.....Free & Peters, Inc.

Personnel

President.....Earle C. Anthony
General Manager.....William B. Ryan
Commercial and Sales Manager...Clyde Scott
Program Manager.....John Edwards
Musical Director.....Claude Sweeten
Production Manager.....Don McNamara
Farm & Public Relations Director.C. D. Paterson
Publicity Director.....Matt Barr
Chief Engineers.....Curtis Mason, H. L. Blatterman

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KFAC

LOS ANGELES—EST. 1931

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By: Los Angeles Broadcasting Company, Incorporated
Address.....645 South Mariposa
Phone Number .....FItzroy 1231
Transmitter Location.....8581 West 18th, Culver City
Time on the Air.....168 hours a week
News Service.....UP

Personnel

President-General Manager....Calvin J. Smith
Program-Musical Director.....Don Otis
Publicity Director.....Eileen Wheatley
Traffic Manager.....Lucile R. Blake
Chief Announcer.....Mark Breneman
Chief Engineer.....H. W. Anderson

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KFI

LOS ANGELES—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 640 Kc.....Power: 50,000 Watts
Owned-Operated By...Earle C. Anthony, Inc.
Address.....141 North Vermont Ave.
Phone Number.....FAirfax 2121
Transmitter Location.....Buena Park, Calif.
Time on the Air.....24 Hours Daily
News Service.....UP
Transcription Service: Standard Radio, C. P. MacGregor, Lang-Worth
Representative.....Edward Petry & Co., Inc.

Personnel

President.....Earle C. Anthony
General Manager.....William B. Ryan
Sales Manager.....Clyde Scott
Program Manager.....John I. Edwards
Production Manager.....Don McNamara
News Editor.....Jose Rodriguez
Farm & Public Relations Director.....E. D. Pederson
Auditor.....Ernest Felix
Special Events Supervisor...Jimmy Vandiveer
Continuity Editor.....Volney Cunningham
Musical Director.....Claude Sweeten
Chief Engineers.....Curtis Mason, H. L. Blatterman

K F S G

LOS ANGELES—EST. 1923

Frequency: 1150 Kc....Power: 2500 d.; 1000 n.
Owned-Operated By: Echo Park Evangelistic Ass'n
Address.....1100 Glendale Blvd.
Phone Number.....Exposition 1141
Transmitter Location.....1100 Glendale Blvd.
Time on the air: 7:45 p.m. to 12 midnight (except Fridays); Sundays, 10:30 a.m. to 12:30 p.m., 3 p.m. to 4:15 p.m., 7:00 p.m. to 12 midnight

Personnel

President.....Aimee Semple McPherson
Station Manager.....Rev. Jack Carmaine
Musical Director.....Esther Fricke Stuart
Chief Engineer.....Myron Kluge

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K F V D

LOS ANGELES

Frequency: 1020 Kc.....Power: 1000 Watts
Owned-Operated By: Standard Broadcasting Company, Inc.
Address.....338 South Western Avenue
Phone Number.....Drexel 2391
Transmitter Location....9300 Cattaraugus St.
Time on the Air.....6 a.m. to midnight
News Service.....UP
Transcription Service.....Lang-Worth

Personnel

President-Station Manager.....Franke Burke
Commercial Manager.....F. J. Smalley, Jr.
Program Dir.-Chief Announcer...Howard Gray
Publicity Director.....Toni Reeder
Chief Engineer .....John A. Smithson

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K F W B

LOS ANGELES—EST. 1925

CALIFORNIA RADIO SYSTEM

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By: Warner Bros. Broadcasting Corp.
Address.....5833 Fernwood Ave.
Phone Number.....Hempstead 5151
Transmitter Location.Baldwin Hills, Culver City
Time on the Air.....6:00 a.m. to midnight
News Service.....AP, UP, INS
Representative.....William G. Rambeau Co.

Personnel

President.....L. J. Halper
General Manager.....Harry Maizlish
Sales Promotion Manager.....William Ray
Chief Announcer.....Harry Hall
Production Manager.....Manning Ostroff
Musical Director.....Leon Leonardi
Publicity Director.....Leon Gutterman
War Program Director.....Sara Langman
Chief Engineer.....Harry Myers

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K G F J

LOS ANGELES—EST. 1926

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Ben S. McGlashan
Address .....1417 S. Figueroa St.
Phone Number .....Prospect 2434
Transmitter Location .....1828 Oak St.
Time on the Air .....Unlimited license
News Service ..... INS
Transcription Service .....Associated Music Publishers.

Personnel

Manager .....Ben S. McGlashan
Assistant Manager.....H. Duke Hancock

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K H J

LOS ANGELES—EST. 1923

MBS—DON LEE

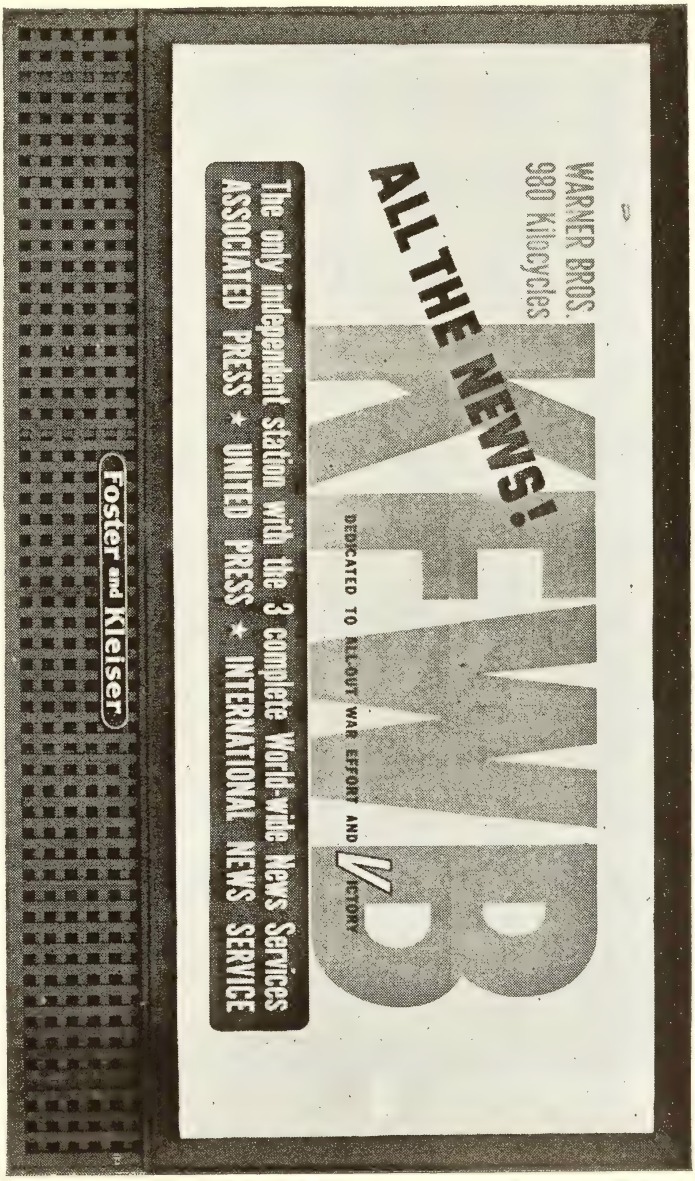
Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By: Don Lee Broadcasting System
Business Address.....5515 Melrose Ave.
Phone Number.....HOllywood 8111
Transmitter Location.....Venice Blvd. & La Cienega
Time on the Air....24 hours daily; 6:00 a.m. to midnight, Sunday
News Service.....AP, INS
Transcription Service: World Broadcasting System
Representative.....John Blair & Co.

Personnel

President.....Thomas Lee
Vice-President and General Manager.....Lewis Allen Weiss
Assistant Manager.....Willet H. Brown
General Sales Manager.....Sydney Gaynor
Television Director.....Harry Lubcke
Program Director.....Van C. Newkirk
Commercial Manager.....Bruce G. Eells
Publicity Director.....Fair Taylor
Traffic Manager.....Mary E. Ryan
Musical Director.....Leo Arnoud
Chief Engineer.....Frank Kennedy

KEEP FIGHTING WITH BONDS

WARNER BROS., KFWB, LOS ANGELES



With a full showing of 175 billboards Warner Bros' KFWB tells the millions of prospective Southern California listeners it is the *only independent radio station in the West* with the THREE news services.

WILLIAM RAMBEAU (New York-Chicago) will tell *you* as a prospective Client other features that make Warner Bros' KFWB—Los Angeles—one of the outstanding Independent Radio Stations.

HARRY MAIZLISH, *Gen. Mgr.*

KMTR

LOS ANGELES—EST. 1924

Frequency: 570 Kc.....Power: 1000 Watts
Owned-Operated By.....KMTR Radio Corp.
Address.....1000 Cahuenga Blvd.
Phone Number..... .....HIllside 1161
Transmitter Location.....1000 Cahuenga Blvd.
Time on the Air.....6 a.m. to 1 a.m.
News Service.....Radio News Reel, INS
Transcription Service..Lang-Worth; Standard Radio; BMI; ASCAP; SESAC
Representative .....Burn-Smith Co.

Personnel

General Manager.....Kenneth O. Tinkham
Production Manager.....Hal M. Ayres
Public Relations Director.....Lyman M. Smith
Traffic Manager.....Marion Page
Recording Division.....Oran H. Nance, Jr.
Musical Director.....Salvatore Santaella
Chief Engineer.....Pete Wilson

•

KNX

LOS ANGELES—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc..... Power: 50,000 Watts

You already know it . . .

but we want to repeat it again. Maybe some of you have missed it in the past—

IN PROGRAMS . . . IN PERSONNEL
IN CONSTRUCTION

KMTR is truly

"America's Most Individual Radio Station"

COVER 90% OF SOUTHERN CALIFORNIA'S POPULATION AT THE *LOWEST* COST

Get the KMTR Picture and Rate Card

1000 Cahuenga Blvd. Hillside 1161
HOLLYWOOD CALIFORNIA

KMTR 570 K.C. "TOP OF THE DIAL"

Owned-Operated By ..Columbia Broadcasting System, Inc.
Address.....6121 Sunset Blvd.
Phone Number.....Hollywood 1212
Transmitter Location....Columbia Park, Torrance, Calif.
Time on the Air.....24 hours daily
News Service.....AP; INS; UP
Transcription Service.....Associated Library Service
Representative..... Radio Sales

Personnel

General Manager....Donald W. Thornburgh
Pacific Coast Sales Manager..Arthur J. Kemp
Sales Manager (KNX).....Harry W. Witt
Director of Network Sales.....A. J. Morton
Assistant Manager, North California Office .....Charles S. Morin
Sales Promotion Manager.George L. Moskovics
Merchandising & Sales Service Manager.....Meredith R. Pratt
Radio Sales Representative..Roger K. Huston
Program Sales Director.....Russ Johnston
Program Manager.....Hal Hudson
Chief Engineer.....Lester H. Bowman
Director of Public Relations.....Fox Case
Publicity Director.....Andy Kelly
Traffic Manager.....Allan N. Cormack
Auditor.....Charles D. Ryder, Jr.
Operations Manager.....Ben Paley
CBS Western Musical Director....Lud Gluskin
Musical Director (KNX).....Wilbur Hatch
Continuity Chief.....Everett Tomlinson
Production Manager.....Edith Todesca
Sound Effects Chief.....Alfred Span
Managing News Editor.....Clinton Jones
Director of Education..Frances Farmer Wilder
Production Supervisor.....Paul Pierce
Stations Relations Manager...E. W. Buckalew
Art Director.....William W. Tara

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KRKD

LOS ANGELES—EST. 1927

Frequency: 1150 Kc...Power: 2500 d.; 1,000 n.
Owned-Operated By.....Radio Broadcasters, Incorporated
Operated By.....Frank P. Doherty
Business Address....519 Title Insurance Bldg., 433 So. Spring Street
Phone Number.....Tucker 7111
Studio Addresses....312 Spring Arcade Bldg.; 541 So. Spring St.
Transmitter Location....1100 Glendale Blvd.
Time on the Air.....Shares Time with KFSG
News Service .....INS

Personnel

President .....Frank P. Doherty
General Manager.....Ned Connor
Chief Engineer.....Willis O. Freitag

KMYC

MARYSVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Marysville-Yuba City Broadcasters, Inc.
Address .....State Theatre Building
Phone Number.....2080
Transmitter Location.....Three miles north of Marysville on Laurelton Road
Time on the Air.....6:00 a.m. to 12 midnight
Newspaper Affiliation.....Marysville Appeal-Democrat
News Service .....AP
Transcription Service.....Standard Radio
Representative.....W. S. Grant Co.

Personnel

President .....Horace Thomas
Station Manager.....Joe D. Carroll
Sales Promotion Manager.....Rex McDonald
Program Director.....Jayn Russell
Chief Engineer.....B. B. Ballard
Musical Director.....Lois Carroll

•

KYOS

MERCED—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Merced Broadcasting Company
Business Address.....P. O. Box 662
Phone Numbers.....1430; 1431
Studio Address....."G" Street Grade
Transmitter Location....."G" Street Grade
Time on the Air.....6:00 a.m. to 11:00 p.m.
News Service .....UP
Transcription Service.....Standard Radio, McGregor
National Sales Office.....580 Market St., San Francisco
Representative .....W. S. Grant

Personnel

General Director.....Hugh McClung
Station Manager.....Mel Marshall
Commercial Manager.....Karl Kruger
Program Director.....Jo Ann Evans
Chief Announcer.....Malchor Beavens
Chief Engineer.....John E. Boren

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KTRB

MODESTO—EST. 1934

Frequency: 860 Kc.....Power: 1000 Watts
Owned-Operated By..KTRB Broadcasting Co.
Business Address.....P. O. Box 593
Phone Number..... 774
Studio Address.....Norwegian Ave.
Transmitter Location.....Norwegian Ave.
News Service .....UP
Transcription Service.....BMI; Lang-Worth; Sons of the Pioneers

Personnel

President-Station Manager..Wm. H. Bates, Jr.
Commercial Manager .....Doug McCreary
Program Director .....Cecil Lynch
Chief Engineer.....Wayne Berthold

•

KDON

MONTEREY—EST. 1935

DON LEE—MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Monterey Peninsula Broadcasting Co.
Business Address.....275 Pearl St.
Phone Number: .....Monterey 8501
Studio Addresses ..275 Pearl St.; 137 Monterey St., Salinas
Transmitter Location .....Municipal Wharf
Time on the Air.....6:30 a.m. to 10.00 p.m.
Newspaper Affiliation....Monterey Peninsula Herald; Salinas, Californian
News Service .....UP
Transcription Service.....NBC Thesaurus

Personnel

President .....Paul H. Caswell
Station Manager.....Howard V. Walters
Sales Promotion Manager....Bernard Cooney
Program Director.....Howard Walters
Chief Engineer.....Edward C. Duty

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KLS

OAKLAND—EST. 1921

Frequency: 1310 Kc. .....Power: 1000 Watts
Owned By .....S. W. & E. N. Warner
Operated by .....Warner Brothers
Address ..... 327-21st Street
Phone Number .....Higate 1212
Transmitter Location.....327-21st Street
Time on the Air.....7:00 a.m. to 1:00 a.m.
News Service .....INS

Personnel

Station Manager .....S. W. Warner
Commercial Manager.....F. W. Morse
Program Director .....C. de Costa
Publicity Director.....Roger Roberts
Chief Engineer.....Howard Faulknor

KLX

OAKLAND—EST. 1922

Frequency: 910 Kc. . . . . Power: 1000 Watts
Owned-Operated By . . . . Tribune Building Co.
Address . . . . Tribune Tower, 13th & Franklin Streets
Phone Number . . . . . Templebar 6000
Transmitter Location . . . . . Tribune Tower
Time on the Air: 7:00 a.m. to 2:30 a.m.; 9:00 a.m. to 1:00 a.m., Sunday
Newspaper Affiliation . . . . . Oakland Tribune
News Service . . . . . AP
Transcription Service . . . . . World Broadcasting System
Representative . . . . . Joseph Hershey McGillvra

Personnel

President-Owner . . . . . J. R. Knowland, Jr.
Station Manager . . . . . Alfred Fried
Sales Promotion Manager . . . . . Carl Cronin
Program Director . . . . . Charles Lloyd
Production Manager . . . . . Edna Mae Gagnier
Publicity Director . . . . . Earle Caldwell
Artists Bureau . . . . . Virginia May
Musical Director . . . . . Frances Schulman
Chief Engineer . . . . . Ros Smith
War Program Director . . . . . Lois Helmar

KROW

OAKLAND—EST. 1925

Frequency: 960 Kc. . . . . Power 1000 Watts
Owned-Operated By . . . . Educational Broadcasting Corporation
Business Address . . . . Radio Center Building, 464 - 19th Street
Phone Number . . . . . GLencourt 6774
Studio Addresses . . . . . Radio Center Building Bellevue Hotel, San Francisco; Newsreel Theatre, Oakland, Calif.
Transmitter Location . . . . . 1522 - 8th Avenue
Time on the Air . . . . . 125½ hours weekly
News Service . . . . . INS
Transcription Service . . . . . Standard Radio; Langworth
Representative . . . . . Free & Peters, Inc.

Personnel

President . . . . . W. I. Dumm
Vice-President-General Manager . . . . . Philip G. Lasky
Commercial Manager . . . . . A. V. Bamford
Program Director . . . . . Wallace Elliott
Production Manager . . . . . Scott Weakley
Publicity Director . . . . . Mercedes Prosser
Chief Announcer . . . . . Hal Parkes
Chief Engineer . . . . . C. E. Downey

KLX *THE TRIBUNE STATION in Metropolitan Oakland*

Features: Associated Press News and World Broadcasting System exclusive in Oakland

1ST in a comprehensive 60-city analysis, Oakland was rated as the top-ranking test market on the Pacific Coast (3rd in the United States) KLX serves Metropolitan Oakland with its 25% increase in population since 1941.

85% increase in KLX business within 3 months. Agencies are following the trend by switching to KLX with its lower cost per listener.

General Manager ADRIEL FRIED
National Representative JOSEPH HERSHEY McGILLVRA

19th, 20th, 21st Floors
Tribune Tower
Oakland, California

San Francisco Office
307 Monadnock Bldg.

KLX centers the dial at 910

KPAS

PASADENA—EST. 1941

Frequency: 1110 Kc.....Power: 10,000 Watts
Owned-Operated By: Pacific Coast Broadcasting Co.
Business Address...1401 South Oak Knoll Rd.
Phone Number..RYan 1-6991; SYcamore 6-9281
Studio Addresses: Huntington Hotel; Music City, Sunset & Vine Sts., Hollywood
Transmitter Location: Lexington & Gallatin Rd., El Monte, Calif.
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....INS
Transcription Service: C. P. MacGregor; Lang-Worth; Associated Music Publishers
Representative.Joseph Hershey McGillvra, Inc.

Personnel

General Manager.....J. Frank Burke
Station Manager.....Loyal K. King
Commercial-Sales Promotion Manager.....John L. Akerman
Program Director.....C. H. Leinhaas
Publicity Director.....Joan Schafer
Chief Announcer.....Howard Bell
Musical Director.....J. Newton Yates
Chief Engineer.....John A. Smithson

KPPC

PASADENA—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By: Pasadena Presbyterian Church
Address.....585 East Colorado St.
Phone Number.....Sycamore 3-2193
Transmitter Location...585 East Colorado St.
Time on the air: Sundays, 9 a.m. to 1 p.m. and 6:45 p.m. to 9 p.m.; Wednesdays, 7 p.m. to 9:30 p.m.

Personnel

President.....C. Franklin Ward
Chief Announcer.....Vincent Parsons
Program-Musical Director.....Leon Hall
Chief Engineer.....N. V. Parsons

(Non-Commercial Station)

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KWKW

PASADENA—EST. 1941

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Southern California Broadcasting Co.
Address.....425 East Green St.
Transmitter Location.....San Gabriel

There is only one Oakland Station

at the

TOP

in

OAKLAND

Tops in Features
Tops in Showmanship
Tops in Audience

★

KROW

OAKLAND, CALIFORNIA

Studios in San Francisco and Oakland
National Representatives: FREE & PETERS, INC.

TELESCRIPTS

. . . A PA INNOVATION

are complete scripts cued for music or sound effects, and moved on the special AP Radio Wire.

WIDELY SPONSORED FROM COAST TO COAST

Time on the Air.....6:00 a.m. to sunset
News Service.....UP
Transcription Service.....Standard Radio

Personnel

President-Treasurer.....Marshal S. Neal
Commercial Manager.....R. L. Rust
Program-Production Director.Dwight A. Hauser
Chief Announcer.....George Barclay
Chief Engineer.....Paul Spargo

•

K V C V

REDDING—EST. 1936

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: Golden Empire Broadcasting Co.
Business Address.....P. O. Box 559
Phone Number.....1646, 1647
Studio Address.....Highway No. 99
Transmitter Location.....Highway No. 99
Time on the Air.....Unlimited license
Transcription Service.....Standard Radio; C. P. MacGregor
Representative.....Will Grant

Personnel

President.....Hugh McClung
Station Manager.....Ralph R. Bryan

•

K P R O

RIVERSIDE—EST. 1941

COLUMBIA BROADCASTING SYSTEM
GOLDEN WEST NETWORK

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Operated By: Broadcasting Corporation of America
Business Address: 3401 Russell St., American National Bank Bldg., San Bernardino
Phone Number: Riverside 6290, San Bernardino 5157
Studio Address: 3401 Russell St., American National Bank Bldg., San Bernardino
Transmitter Location:.....3401 Russell St.
Time on the Air.....7:00 a.m. to 10:00 p.m.
News Service.....INS
Transcription Service: World Broadcasting System; Associated Music Publishers
Representative.....Joseph Hershey McGillvra

Personnel

President-General Manager.....W. L. Gleeson
Station Manager.....Howard Ray
Commercial Manager.....H. A. Polite
Program Director.....Grant Holcomb, Jr.
Chief Engineer.....R. H. McGaughey

•

K F B K

SACRAMENTO—EST. 1922

BLUE NETWORK
GOLDEN WEST NETWORK

Frequency: 1530 Kc.....Power: 10,000 Watts
Owned-Operated By: McClatchy Broadcasting Co.
Business Address.....708 Eye St.
Phone Number.....2-5011
Transmitter Location.....Yola County
Time on the Air.....24 hours daily
Newspaper Affiliation.....Sacramento Bee
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station Manager.....Leo O. Ricketts
Merchandising Manager.....R. L. McDowell
Program Director.....Rex Rowen
Sales Manager.....Robt. L. Stoddard
Musical Director.....Emil Martin
Chief Engineer.....Stam Sronce

•

K R O Y

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
Owned By.....Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney, and Will Thompson
Operated By.....Royal Miller Radio
Address.....Hotel Sacramento Bldg.
Phone Number.....3-2525
Transmitter Location.....65th St. at 14th Ave.
Time on the Air.....6:30 a.m. to 12:00 a.m.
News Service.....INS
Transcription Service.....Standard Radio
Representative....Joseph Hershey McGillvra

Personnel

President-Owner.....Royal Miller
Station Manager.....Will Thompson, Jr.
Sales Manager.....D. E. Lundy
Sales Promotion Manager.Rose Marie Douglass
Program Director.....Garland Schuler
Production Manager.....Gene Killam
Auditor.....Annette Matter
Woman's Program Director....Martha Morton
Musical Director.....Evangeline Baker
Chief Engineer.....Howard Martineau

•

K F X M

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....J. C. and E. W. Lee
Operated By.....Lee Bros. Broadcasting Co.
Address.....California Hotel
Phone Number.....4-761, 4-762
Transmitter Location.....990 Colton Ave.
Time on the Air: 5 a.m. to 11:00 p.m., except Wednesday and Sunday; Wednesdays, 5 a.m. to 7 p.m. and 9:30 p.m. to 11:00 p.m.; Sundays, 1 p.m. to 6:45 p.m. and 9 p.m. to 11:00 p.m.

News Service.....INS
Transcription Service.....Standard Radio
Representative.....John Blair & Co.

Personnel

Partners .....J. C. & E. W. Lee
Commercial Manager.....Maury A. Vroman
Program Director.....Howard Baichly
Publicity-Sales Promotion Manager.....M. Austin King
Chief Announcer.....Paul Lynde
Chief Engineer.....Richard T. Sampson

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K F M B

SAN DIEGO—EST. 1941

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Jack Gross
Address.....1375 Pacific Blvd.
Phone Number .....Main 2114
Transmitter Location .....Spreckles Bldg.
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Standard Radio C. P. MacGregor
Representative.....Howard H. Wilson Co.

Personnel

Owner.....Jack Gross
Station Manager.....Homer Griffith
Commercial Manager.....Joe Allabough
Program Director.....Joe S. Walters
War Program Director.....Claire Louise Miller
Chief Engineer.....Leslie G. Hewitt

•

K F S D

SAN DIEGO—EST. 1926

BLUE NETWORK
GOLDEN WEST NETWORK

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....Airfan Radio Corporation, Ltd.
Address .....U. S. Grant Hotel, 326 Broadway
Phone Number .....Franklin 6353
Transmitter Location .....326 Broadway
Time on the Air.....Unlimited license
Transcription Service.....NBC Thesaurus; C. P. MacGregor
Representative .....Paul H. Raymer Co.

Personnel

President-Station Manager..Thomas E. Sharp
Commercial-Sales Promotion Manager .....John Babcock
Program Director .....Leah McMahon

•

K G B

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By: Don Lee Broadcasting System
Address.....1012 First Ave.
Phone Number.....Franklin 6151
Transmitter Location.....1012 First Ave.
Time on the air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....AP, INS, UP
Transcription Service: World Broadcasting System
Representative.....John Blair & Co.

Personnel

Genl. Mgr.....Lewis Allen Weiss
Station Manager.....S. W. Fuller
Commercial-Sales Promotion Manager.....William A. Evans
Production Manager.....David Titus
Program Director.....James Dillon
Chief Announcer.....Norman Harrington
Publicity Director.....Tom Swafford
Musical Director.....George Bacon
Chief Engineer.....Verne Milton

•

K F R C

SAN FRANCISCO—EST. 1924

MUTUAL—DON LEE BROADCASTING SYSTEMS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By: Don Lee Broadcasting System
Address.....1000 Van Ness Avenue
Phone Number.....Prospect 0100
Transmitter Location.....1000 Van Ness Ave.
Time on the air: 6 a.m. to midnight; Sundays, 7 a.m. to midnight
News Service.....AP, INS
Transcription Service: World Broadcasting System
Representative.....John Blair & Co.

Personnel

Vice-Pres. & General Mgr..Lewis Allen Weiss
Commercial Manager.....Dan Donnelly
Program-Production Manger.....Mel Venter
Sales Promotion Manager.....Boyd Rippey
Chief Announcer.....Bob Bence
Publicity Director.....Pat Kelly
Musical Director.....Cy Trobbe
Chief Engineer.....Jim McArdle

•

K G O

SAN FRANCISCO—EST. 1924

BLUE NETWORK

Frequency: 810 Kc.....Power 7500 Watts
Owned-Operated By.....Blue Network Co.
Address .....Taylor & O'Farrell Streets
Phone Number.....Graystone 6565
Transmitter Location..... Oakland
Time on the Air: 24 hours daily; 6 a.m. to midnight, Tuesdays
News Service.....AP, INS, UP, Transradio
National Sales Office.....Blue Network

Personnel

President.....Mark Woods
Sales Manager.....Ray Rhodes
Promotion-Publicity Manager....J. G. Paltridge
Press Manager.....Robert H. Wesson
Program Director.....Robert Dwan
Production Manager.....Larry Robertson
Chief Announcer.....Berton Bennett
Station Engineer.....T. B. Palmer

KJBS

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc.....Power: 500 Watts
Owned & Operated By.....Julius Brunton & Sons Co.
Operated By.....Ralph R. Brunton
Address.....1470 Pine Street
Phone Number.....Ordway 4148
Transmitter Location.....1470 Pine Street
Time on the Air: Sunday through Friday, 10 p.m. until local sunset; Saturday, 11:30 p.m. until local sunset
News Service.....INS; UP
Transcription Service.....Standard
Representative.....William G. Rambeau Co., Homer Owen Griffith

Personnel

Secretary-Treasurer.....Sherwood P. Brunton
Manager .....E. P. Franklin
Program Director.....H. H. Wickersham

KPO

SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Operated By..National Broadcasting Company
Address.....Taylor & O'Farrell Streets
Phone Number.....Graystone 8700
Transmitter Location .....Belmont
Time on the Air: 24 hours daily except Sunday, midnight to 6:00 a.m. Monday
News Service.....AP; INS; UP
Transcription Service.....NBC Thesaurus; Davis & Schwegler

Personnel

General Manager.....John W. Elwood
Sales Manager.....Alfred Crapsey
Program Director.....Ray Buffam
Assistant Program Manager.....Floyd Farr
Director of News and Special events Don F. Martin
Director of Public Service.....Leonard Gross
Auditor.....A. G. Diederichs
Publicity Director.....Louise Landis
Continuity Director.....Byron Mills
Traffic Manager.....Fay Pattee Smith
Chief Announcer.....Floyd Farr
Network Sales.....Ray Baker, Earl Mitchell
Spot Sales.....T. M. Ray, Jr.
Sales Promotion Manager.....S. H. Schaffer
Director of Agriculture..... Henry Schacht
Radio Recording.....Janet Sligh
Station Engineer.....George Greaves

KSAN

SAN FRANCISCO—EST. 1925

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Golden Gate Broadcasting Corp.
Address .....1355 Market St., Merchandise Mart Bldg.
Phone Number.....Market 8171
Transmitter Location.....135 Market St.
Time on the Air.....6:30 a.m. to 1:15 a.m.
News Service.....UP

Personnel

President .....S. H. Patterson
Station Manager.....Jerry Akers
Program Director.....George Taylor
Production Manager.....Ted Lenz
Musical Director.....Ruth Franklin
Chief Engineer.....N. J. Patterson

KSFO

SAN FRANCISCO—EST. 1925

Frequency: 560 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By....The Associated Broadcasters, Inc.
Address.....Mark Hopkins Hotel
Phone Number.....Exbrook 4567
Transmitter Location.....Islais Creek
Time on the Air.....Unlimited License
News Service.....INS, UP
Transcription Service.....Lang-Worth, MacGregor, AMP
Representative.....Weed & Company

Personnel

President..... W. I. Dunn
Acting General Manager....Edward T. Jansen
Commercial Manager.....Morton Sidley
Program Director.....Harlan Dunning
Publicity Director.....Austin Fenger
Chief Engineer.....R. V. Howard

KYA

SAN FRANCISCO—EST. 1926

Frequency: 1260 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By...Palo Alto Radio Station, Inc.
Address....Hearst Bldg., 3rd & Market Sts.
Phone Number.....DOuglas 2536
Transmitter Location.....Candlestick Point, Bay View Park
Time on the Air: 6:00 a.m. to 12 midnight; Sunday, 7:30 a.m. to 12 midnight
News Service.....INS; AP
Transcription Service..Associated Music Publishers
Representative.....Spot Sales, Inc.

Personnel

President.....Wilfrid L. Davis
Sales Manager.....Don Fedderson
Program Director.....Janet Franke
Chief Announcer.....Vernon Wilson
Musical Director.....John McSwain
Chief Engineer.....Paul C. Schulz

•

K Q W

SAN JOSE—EST. 1912

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc.....Power: 5000 Watts
Owned-Operated By.....Pacific Agricultural Foundation, Limited
Business Address.....San Jose; Palace Hotel San Francisco
Phone Numbers.....Ballard 2616 (San Jose), EXbrook 3233
Studio Address.....140 Jessie St. San Jose; Palace Hotel, San Francisco
Transmitter Location.....Alviso, California
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....INS; UP
Transcription Service.....Standard Radio; C. P. MacGregor; Associated Music Publishers
Representative.....Edward Petry & Co., Inc.

Personnel

President.....Ralph R. Brunton
General Manager.....C. L. McCarthy
Publicity & Sales Promotion Mgr. Anne Director
Production Manager.....Ken Craig
Chief Announcer.....Fred Ruegg
Musical Director.....Ernest Gill
Chief Engineer.....W. C. Gilman

•

K V E C

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned & Operated By...Christina M. Jacobson trading as Valley Electric Co.
Business Address.....851 Higuera Street
Phone Number....San Luis Obispo 1100-1101
Studio Address.....Mt. View & Hill Streets
Transmitter Location....Roosevelt Highway—1½ miles north of San Luis Obispo
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Standard Radio
Representative.....John Blair & Company

Personnel

Owner.....Christina M. Jacobson
Manager.....Les Hacker
Sales Promotion Manager....Joe Shuttleworth
Program Director.....Al Carmona
Chief Announcer.....William Reilly
Chief Engineer.....Earl Travis

K V O E

SANTA ANA—EST. 1926

DON LEE — MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....The Voice of the Orange Empire, Inc., Ltd.
Business Address.....307 North Broadway
Phone Number..... 4901-R
Studio Address.....2825 West 5th St.
Transmitter Location.....2825 West 5th St.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Transcription Service.....C. P. MacGregor
Representative.....John Blair & Co.

Personnel

President and General Manager, Ernest L. Spencer
Program Director-Chief Engineer.....Wallace S. Wiggins

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K D B

SANTA BARBARA—EST. 1924

MUTUAL—DON LEE BROADCASTING SYSTEMS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By Don Lee Broadcasting System
Address.....17 East Haley
Phone Number.....Santa Barbara 4131
Transmitter Location.....17 East Haley
Time on the Air: 6:45 a.m. to 11:00 p.m.; Saturday 6:45 a.m. to 12:00 p.m.; Sunday 8:00 a.m. to 12:15 a.m.
Transcription Service....World Broadcasting System
Representative .....John Blair & Co.

Personnel

President.....Thomas S. Lee
Station Manager.....Fin Hollinger
Sales Promotion-Publicity Manager.....Barbara Ann Hitchcock
Program Director.....Peggy Lou Walsh
Production Manager.....Russ Ireland
Chief Engineer.....William C. Buckley

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K T M S

SANTA BARBARA—EST. 1937

BLUE NETWORK
GOLDEN WEST NETWORK

Frequency: 1250 Kc. .....Power: 1000 Watts
Owned-Operated By....News-Press Publishing Co.
Address .....De LaGuerra Plaza
Phone Number..... 6111
Transmitter Location.....Goleta, Calif.
Time on the Air: 7:00 a.m. to 11:00 p.m. daily; Sunday 8:00 a.m. to 11:00 p.m.
Newspaper Affiliation.....Santa Barbara News-Press

News Service.....AP; INS
Representative.....Paul H. Raymer Co.

Personnel

President-Owner.....T. M. Storke
Station Manager.....Louis F. Kroeck
Program Director.....Ken Peters
Publicity Director.....Jack McClaren
Chief Announcer.....Frank Weltmer
Chief Engineer.....Winfred Wileman

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KSRO

SANTA ROSA—EST. 1937

Frequency: 1350 Kc. .....Power: 1000 Watts
Owned By.....Ruth W. Finley
Operated By .....Wilt Gunzendorfer
Business Address.....457 Mendocino Ave.
Phone Number 110
Studio Addresses.....457 Mendocino Ave., Casa de Vallejo Hotel, Vallejo
Transmitter Location Fresno and Vallejo Aves.
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 9 a.m. to 10 p.m.
News Service.....AP; INS; UP
Transcription Service.....NBC Thesaurus; World Broadcasting System; Standard

Personnel

President.....E. L. Finley Estate
Manager.....Wilt Gunzendorfer
Sales Promotion Manager.....Eddie Handley
Vallejo Studio Manager.....Bert Johnson
Publicity-Production Manager.....Karl Barron
Chief Engineer.....Howard McCauley

•

KGDM

STOCKTON—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc.....Power: 5000 Watts
Owned-Operated By.....E. F. Peffer
Address.....42 S. California
Phone Number.....4-4551
Transmitter Location..S.E. 3 miles on 99 hiway
Time on the Air.....6:00 a.m. to 12 midnight
News Service..... INS
Transcription Service....World Broadcasting System

Personnel

Owner .....E. F. Peffer
Manager..... E. Smith
Program Director.....Donald J. Ralph
Chief Engineer.....Fred Eilers

•

KWG

STOCKTON—EST. 1921

BLUE NETWORK—NBC
GOLDEN WEST BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....McClatchy Broadcasting Co.
Address ..... Hotel Wolf
Phone Number.....2-5011
Transmitter Location .....Weber & E Sts.
Time on the Air .....6 a.m. to 12 midnight
News Service ..... UP
Transcription Service.....Standard Radio
Representative .....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station & Sales Manager.....George Ross
Sales Promotion Manager.....Jay Spracher
Program Director.....Bill Straub
Chief Engineer.....Lee Berryhill

•

KTKC

VISALIA—EST. 1937

BLUE NETWORK

Frequency: 940 Kc.....Power: 5,000 Watts
Owned-Operated By..Tulare-Kings Counties Radio Associates
Business Address.....Post Office Box 511
Phone Number 575
Studio Addresses.....1¾ miles southwest of Visalia; Hotel Fresno, Fresno
Transmitter Location....1¾ miles southwest of Visalia, California
Time on the Air.....5:30 a.m. to 11:00 p.m.
News Service .....AP
Transcription Service.....World Broadcasting System; C. P. MacGregor
Representative.....Spot Sales, Inc.

Personnel

General Manager.....Chas. A. Whitmore
Station Manager.....Chas. P. Scott
Sales Manager.....Stanley P. Simpson
Program-Production Director.....Gerry Erwin
Chief Engineer.....Bert Williamson

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KHUB

WATSONVILLE—EST. 1937

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Luther E. Gibson
Operated By.....E. H. Calder
Business Address.....P. O. Box 349
Phone Number 1700-1
Studio Addresses: 2 miles North of Watsonville; 225½ Monterey St., Salinas
Transmitter Location: 2 miles North of Watsonville
Time on the Air.....7 a.m. to 10 p.m.
News Service .....UP
Transcription Service ....World Broadcasting System; BMI
Representatives: Forjoe & Co., Walter Biddick Co. (West Coast)

Personnel

President.....Luther E. Gibson
Manager-Chief Engineer.....E. H. Calder
Commercial Manager.....N. Pratt Smith
Program-Musical Director.....Yvonne Dale

COLORADO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KGIW

ALAMOSA—EST. 1929

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..... E. L. Allen
Address ..... Alamosa
Phone Number 26
Transmitter Location .....East Alamosa
Time on the Air.....Shares time

Personnel

Owner .....E. L. Allen

KVOR

COLORADO SPRINGS—EST. 1922

CBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By.....Out West Broadcasting Company
Address .....Antlers Hotel
Phone Number..... Main 278
Transmitter Location.....Platte Avenue (east of city limits)
Time on the Air: 6:30 a.m. to 11:30 p.m.; Saturdays, 6:30 a.m. to 12 midnight
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative .....The Katz Agency

Personnel

President .....E. K. Gaylord
Station Manager.....Dudley Tichenor
Program Director.....Zelle Wade
Chief Engineer.....H. C. Strang

KFEL

DENVER—EST. 1922

MUTUAL
MOUNTAIN AND PLAIN NETWORK

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By .....Eugene P. O'Fallon, Inc.
Address ..... Albany Hotel
Phone Number .....KEystone 0178
Transmitter Location ...5350 West 20th Ave.
Time on the Ai.....6 a.m. to 12 midnight
News Service.....AP; Chicago Daily News Foreign Service; Transradio

60 FULL MINUTES BRIMMING WITH THE WORLD'S LATEST NEWS BY THE KFEL STAFF, THE MUTUAL NETWORK, TRANSRADIO, ASSOCIATED PRESS AND EXCLUSIVE DISPATCHES OF THE FAMOUS WAR CORRESPONDENTS OF THE CHICAGO DAILY NEWS FOREIGN SERVICE.

Transcription Service ....World Broadcasting System; Standard Radio; Lang-Worth.
Representative.....John Blair & Co.

Personnel

President.....Gene O'Fallon
Station Manager.....Frank Bishop
Commercial Manager.....Holly Moyer
Promotion Manager.....Louis Alterman
Program Director-Production Manager.....Cecil Seavey
Chief Anouncer.....Walter Seldon
Publicity Director.....C. R. Anderson
Musical Director.....Stanley Koch
Auditor.....C. M. Switzer
Chief Engineer.....Walter Selden

KLZ

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....KLZ Broadcasting Company, Inc.
Address .....Shirley Savoy Hotel
Phone Number .....Main 4271
Transmitter Location.....South Franklin at Hampden, Englewood, Colo.
Time on the Air: 6:00 a.m. to 12 midnight; Sundays, 7:00 a.m. to 12 midnight
News Service .....INS
Transcription Service.....Associated Music Publishers, C. P. MacGregor
Representative .....The Katz Agency

Personnel

President .....E. K. Gaylord
Station Manager .....Hugh B. Terry
Commercial Manager.....Fred C. Mueller
Promotion-Publicity Manager.Roger Rambeaux
Program Director.....Donald B. McCraig
Production Manager.....Austin L. Williams
Musical Director.....Les Weelens
Chief Engineer.....Harvey Wehrman

KMYR

DENVER—EST. 1941

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Operated By .....F. W. Meyer
Address.....1626 Stout Street
Phone Number..... Main 4161
Transmitter Location.....1626 Stout Street
Time on the Air.....17 hours per day
News Service.....UP
Transcription Service.....Standard Radio
Representative.....William G. Rambeau Co.

Personnel

President-Station Manager.....F. W. Meyer
Sales Promotion Manager.....A. G. Meyer
Program Director.....Patricia Burns Kidder
Chief Announcer.....Vernon Hiner
News Editor.....Ben Bezoff
Musical Director.....Clarence Hoglund
Chief Engineer.....Glen James

KOA

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 850 Kc. .....Power: 50,000 Watts
Owned-Operated By...National Broadcasting Company
Address .....1625 California Street
Phone Number.....Main 6211
Transmitter Location.....Aurora, Colorado
Time on the Air: 5:30 a.m. to 12 midnight; Sundays 7 a.m. to 12 midnight
News Service .....AP; INS; UP
Transcription Service.....NBC Thesaurus
Representative ..National Broadcasting Co.

Personnel

President, National Broadcasting Co. Niles Trammell
Station Manager.....James R. MacPherson
Program Director.....Clarence C. Moore
Production Manager.....T. Ellsworth Stepp
Chief Announcer.....Gilbert Verba
Musical Director.....Milton Shrednik
Chief Engineer.....Robert H. Owen

KPOF

DENVER—EST. 1928

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By..... Pillar of Fire
Address .....1845 Champa Street
Phone Number..... Tabor 3733
Transmitter Location..Belleview Junior College, Westminster, Colo.
Time on the Air: 7:15 to 9 a.m.; 2:30 to 4:30 p.m. and 6:30 to 8:30 p.m., Tuesdays, Thursdays and Saturdays; 7:15 to 9 a.m., 2:30 to 4:30 p.m. and 7 to 8:30 p.m., Mondays, Wednesdays and Fridays; Sundays, 7:30 to 9 a.m., 11 a.m. to 12:30 p.m., 3 to 4 p.m. and 6 to 8:45 p.m.

Personnel

President .....Bishop Alma White
Station Managers.....Dr. A. K. White and Dr. Ray B. White
Program Director.....Kathleen M. White
Musical Director.....Ruth Staats
Chief Engineer.....Paul H. Schissler
(Non-Commercial Station)

KVOD

DENVER—EST. 1925

BLUE NETWORK

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By: Colorado Radio Corp.
Address.....Midland Savings Bldg.
Phone Number.....TAbor 2291
Transmitter Location .....North of Denver
Time on the Air.....Unlimited license

Transcription Service.....Associated Music Publishers; Lang-Worth; C. P. MacGregor
Representative.Joseph Hershey McGillvra, Inc.

Personnel

President and General Manager..W. D. Pyle
Station & Commercial Manager...T. C. Ekrem
Sales Promotion Manager.....Con Hecke
Program Director.....V. W. Corbett
Publicity Director.....B. H. Stanton
Chief Announcer.....Donald B. Vest
Auditor.....J. N. Hile
Assistant Program Director...Margaret Mellor
Secretary.....Bertha Runkle

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K I U P

DURANGO—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. .....Power: 250 Watts
Owned-Operated By..San Juan Broadcasting Co.
Address .....2800 Main Ave.
Phone Number..... 117
Transmitter Location.....2800 Main Ave.
Time on the Air.....8 a.m. to 8 p.m.
News Service..... Transradio
Transcription Service..Keystone Broadcasting System

Personnel

Station Manager.....Raymond M. Beckner

•

K F X J

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 920 Kc...Power: 1000 d.; 500 n.
Owned-Operated By ..Western Slope Broadcasting Co.
Address .....La Court Hotel
Phone Number..Grand Junction 126 and 142
Transmitter Location.....Hillcrest Manor
Time on the Air: 7 a.m. to midnight; Sundays, 8:15 a.m. to 12 midnight
News Service .....UP
Transcription Service....World Broadcasting System
Representative .....Walker Company

Personnel

President-Sales Promotion Manager.....Rex Howell
Program-Publicity Director.....Mildred Fuller
Auditor.....Chas. Howell
Chief Announcer.....Jack Lund
Chief Engineer.....Eph Towne

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K F K A

GREELEY—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Mid-Western Radio Corporation
Address.....620 - 8th Ave.
Phone Number.....Greeley 450-451
Transmitter Location.....Hoover Park, Highway 85 North of Greeley
Time on the Air....Approximately 90 hours weekly
News Service .....UP
Representative .....The Walker Company

Personnel

President-Station Manager.....Francis Price
Program Director ..Dorothy Baldwin MacClary
Chief Engineer.....Kenneth Cooper

•

K O K O

LA JUNTA—EST. 1937

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The Southwest Broadcasting Company
Business Address.....La Junta
Studio Address.....U. S. Highway No. 50
Transmitter Location.... U. S. Highway No. 50
Time on the Air.....Unlimited license
Transcription Service.....Standard Radio

Personnel

Station Manager .....Leonard E. Wilson

•

K G H F

PUEBLO—EST. 1928

THE BLUE NETWORK

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Operated By.....Curtis P. Ritchie
Address .....Pueblo Savings & Trust Co. Building
Phone Number 3877
Transmitter Location ...U. S. Highway No. 87
Time on the Air .....Unlimited license
Transcription Service ....World Broadcasting System
Representative .....Howard H. Wilson Co.

Personnel

Owner .....Curtis P. Ritchie
Station Manager .....J. H. McGill
Commercial Manager .....Maxson I. Bevens
Program Director .....Fred Amos

•

K G E K

STERLING—EST. 1926

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Elmer G. Beehler
Address .....Fleming Road
Phone Number 679
Transmitter Location ..... Sterling
Time on the Air .....Shares time

Personnel

Owner .....Elmer G. Beehler

IN HARTFORD, IT'S WDRC

ONE LOW RATE FOR ALL ADVERTISERS

For more than 10 years, advertisers have enjoyed the tangible benefits of WDRC's rate policy . . . one low rate to everybody . . . a bargain for all. WDRC is being profitably used by an abundance of local advertisers who want complete coverage of this rich trading area . . . and an equally long list of regional and national spot accounts who pay as little as the local adcasters. In Connecticut's Major Market, WDRC will deliver the goods for you . . . and do it at a lower cost. Basic CBS for Connecticut.

COVERAGE PROGRAMS GET ALL 3 ON WDRC RATE

WDRC

CONNECTICUT'S PIONEER BROADCASTER

CONNECTICUT

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WICC

BRIDGEPORT—EST. 1926

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 600 Kc...Power: 1000 d.; 500 n.
Owned-Operated by ....The Yankee Network, Inc.
Address.....1241 Main St.
Phone Number..... 6-1121
Transmitter Location.....Pleasure Beach, Bridgeport
Time on the Air: 6 a.m. to 2 a.m.; Sunday, 8 a.m. to 2 a.m.
News Service.....Yankee Network
Transcription Service...Associated Music Publishers; Standard Radio
Representative....Edward Petry & Co., Inc.

Personnel

Chairman of Board-General Manager.....John Shepard 3rd
President.....William O'Neil
Executive Vice-President.....Linus Travers
Vice-President.....Robert T. Bartley
Station Manager.....Joseph Lopez
Sales Manager.....Norman Whittaker
Sales Promotion Manager....James S. Powers
Merchandising Manager.....F. C. McVarish
Publicity Director and Program Director .....Florence Ballou
Musical Director.....Frank Foti
Chief Engineer.....George Keich

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WNAB

BRIDGEPORT—EST. 1941

BLUE NETWORK
CONNECTICUT BROADCASTING SYSTEM

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By.....Harold Thomas
Address.....991 Broad Street
Phone Number 3-3112
Transmitter Location ....Locomobile Point—(Inner Harbor)
Time on the Air: 7:45 a.m. to midnight; Sundays, 9 a.m. to midnight
News Service .....AP
Transcription Service .....Langworth
Representative.....William G. Rambeau Co.

Personnel

Owner ..... Harold Thomas
Station Manager .....Levon Thomas
Commercial-Sales Promotion Manager .....Ken Thomas
Program Director.....Jean O'Shea
Production-Publicity Director.....Ken Thomas
Chief Engineer.....Vinnie De Laurentis

WDRC

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....WDRC, Inc.
Address .....750 Main St.
Phone Number..... 7-1188-9
Transmitter Location.....Blue Hills Ave., Bloomfield, Conn.
Time on the Air....7 a.m. (unlimited license)
News Service .....UP
Transcription Service .....Associated
Representative.....Paul H. Raymer Co., R. C. Foster & Company

Personnel

President and Station Manager.....Franklin M. Doolittle
Commercial and Advertising Manager .....Wm. F. Malo
Program Director.....Walter B. Haase
Publicity Director.....Jack Zaiman
Chief Announcer.....Harvey Olson
Musical-Educational Director, Sterling V. Couch
Public Service Counselor Rev. Charles Graves
Chief Engineer .....Italo Martino

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WNBC

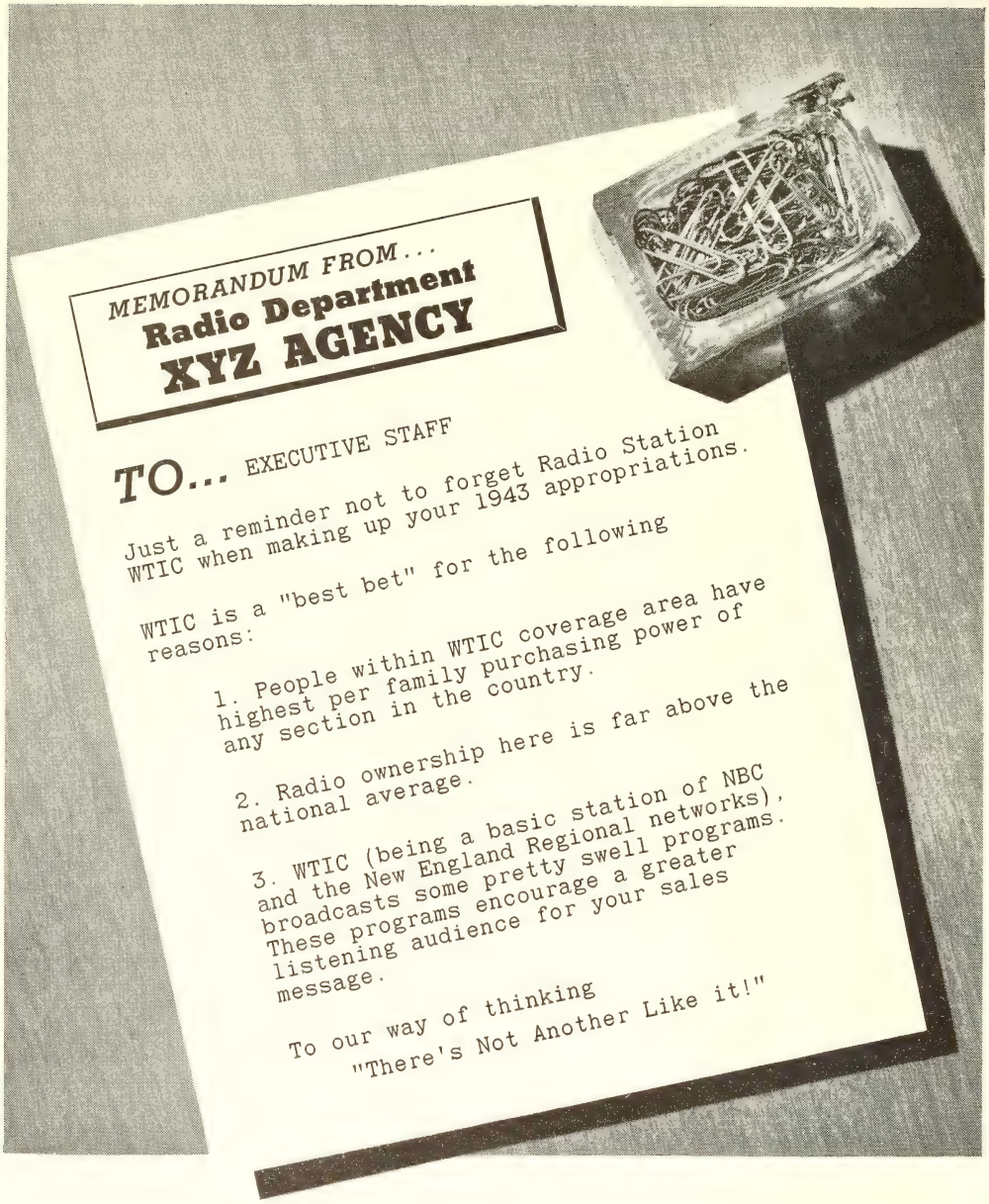
HARTFORD—EST. 1935

BLUE NETWORK

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....State Broadcasting Corporation
Address.....54 Pratt St. (Hartford)
Phone Number .....Hartford 7-9131
Transmitter Location.....Newington, Conn.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .....UP
Transcription Service.....Lang-Worth; Standard Radio
Representative .....Headley-Reed Company

Personnel

President .....Patrick J. Goode
General Manager .....Richard W. Davis
Program Director.....Ralph Kanna
Commercial Manager..Laurence C. Edwardson
Continuity Director.....Almina Kodis
Musical Director.....Maurice Sechtman
Chief Engineer.....Rogers B. Holt



WTIC
US 1
WATTS
50,000

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

WTHT

HARTFORD—EST. 1936

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK—COLONIAL NETWORK

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Operated By....Hartford Times, Inc.
Address .....983 Main St.
Phone Number 2-0237
Transmitter Location.....983 Main St.
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation.....Hartford Times
News Service..... AP
Transcription Service.....Lang-Worth
Representative.....J. P. McKinney & Son

Personnel

President .....Francis S. Murphy
Station Manager.....C. Grover DeLaney
Sales Manager.....L. H. Martineau
Program Director.....Frederick E. Bieber
Production Manager.....Edward Brainerd
Publicity Director.....Sereno B. Gammell
Chief Engineer.....A. H. Carr

WTIC

HARTFORD—EST. 1925

NBC—NEW ENGLAND REGIONAL NETWORK

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Operated By....The Travelers Broadcasting Service Corporation
Address.....26 Grove Street
Phone Number.....2-3181
Transmitter Location.....Avon, Connecticut
Time on the Air:6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service .....AP; INS; Transradio
Transcription Service ....World Broadcasting System; Lang-Worth Feature Programs; BMI Bonus Transcriptions
Representative ..... Weed & Company

Personnel

Station Manager.....P. W. Morency
Sales Manager .....Walter Johnson
Sales Promotion Manager.....J. F. Clancy
Production Manager.....Paul Lucas
Chief Announcer.....Bernard Mullins
News Editor.....Tom Eaton
Transcription Librarian.....Larry Kenfield
Music Librarian.....John F. DeLisa
Musical Director.....Moshe Paranov
Plant Manager.....H. D. Taylor

WELI

NEW HAVEN—EST. 1935

BLUE NETWORK—ATLANTIC COAST NETWORK—CONNECTICUT BROADCASTING SYSTEM

Frequency: 960 Kc...Power: 1,000 d.; 500 n.
Owned-Operated By.....City Broadcasting Corporation
Address .....221 Orange Street
Phone Number.....8-1133
Transmitter Location.....Hamden, Conn.
Time on the Air: 7 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service..... UP
Transcription Service.....World Broadcasting System Library

Personnel

President .....Patrick J. Goode
Manager .....James T. Milne
Program Director-Chief Announcer.....Charles Wright
Publicity-Musical Director....Marion Reynolds
Chief Engineer.....J. Gordon Keyworth

WNLC

NEW LONDON—EST. 1936

MUTUAL BROADCASTING SYSTEM—YANKEE NETWORK—CONNECTICUT BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Thames Broadcasting Corporation
Address.....Mohican Hotel, 281 State Street
Phone Number .....New London 4900
Transmitter Location.....Winthrop Point

960 Kc. 1000 W.

WELI

and

1943

ANOTHER YEAR ANOTHER STEP

in our continued recognition and effectiveness as

'NEW HAVEN'S OWN STATION'

(*Established in* 1935)

Member of:
Blue Network
Atlantic Coast Network
Connecticut Broadcasting System

NEWS
DRAMA
MUSIC
SPORTS

Time on the Air: 7:30 a.m. to 12 midnight; Sundays, 8:30 a.m. to 12 mdnight
Representatives.....Headley-Reed Company; R. C. Foster

Personnel

President .....R. L. Morey
Station Manager .....G. J. Morey
Commercial and Advertising Manager.....Ivon B. Newman
Program Director.....Ted Hodge
Publicity Director.....Ray Edwards
Chief Engineer.....Francis Stephens

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WSRR

STAMFORD—EST. 1941

BLUE NETWORK—CONNECTICUT BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Stephen R. Rintoul
Address .....270 Atlantic St.
Phone Number 4-7575
Transmitter Location ....Lindstrom Rd., Shippan Point, Conn.
Time on the Air.....7 a.m. to 11 p.m.
News Service ..... UP
Transcription Service .....World Broadcasting System
Representative .....Headley-Reed

WSRR
STAMFORD CONN.
The Neighborhood Station Serving Southwestern Connecticut
A BLUE NETWORK STATION

Personnel

Owner.....Stephen R. Rintoul
Station Manager.....Harold H. Meyer
Sales Manager.....Stuart MacHarrie
Sales Promotion Manager-Chief Announcer.....Cameron Mitchell
Program Director.....Gail Smith
Production Manager.....Aime Gauvin
Publicity Director.....D. Hay
Chief Engineer.....Edward Markman

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WATR

WATERBURY—EST. 1934

MUTUAL—COLONIAL—YANKEE

Frequency: 1320 Kc. .....Power: 1000 Watts
Owned-Operated By.....Harold Thomas
Address.....71 Grand St.
Phone Number..... 3-5161
Transmitter Location.....Baldwin Avenue
Time on the Air.....8 a.m. to 12 midnight
News Service .....Transradio

Personnel

President-Station Manager....Harold Thomas
Commercial & Advertising.....Sam Elman
Program Director.....James Parker
Chief Announcer.....John Lotas
Publicity Director.....Herb Tilley
Musical Director.....Edith Sacco
Chief Engineer.....Harold Thomas

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WBRY

WATERBURY—EST. 1934

CBS

Frequency: 1590 Kc.....Power: 1000 Watts;
Owned-Operated By.....American Republican, Inc.
Address.....136 Grand St.
Phone Number.....3-1125
Transmitter Location.....Boyden Street
Time on the Air.....8 a.m. to 12 midnight
Newspaper Affiliation.....Waterbury American; Waterbury Republican
News Service ..... AP
Transcription Service ..... NBC Thesaurus
Representative ...Joseph Hershey McGillvra

Personnel

President.....W. J. Pape
Station Manager.....E. J. Frey
Program Director.....Walter Howard
Publicity Director.....E. Christy Erk
Chief Announcer.....Charles Lynch
Musical Director.....Waldo S. Newberry
Chief Engineer.....Frank Hales

DELAWARE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WDEL

WILMINGTON—EST. 1922

NBC

MASON-DIXON GROUP

Frequency: 1150 Kc. .....Power: 5000 Watts
Owned-Operated By.....WDEL, Inc.
Address.....10th & King Sts.
Phone Number..... 7268
Transmitter Location....Governor Printz Blvd.
Time on the Air.....6 a.m. to 1 a.m.
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative .....Paul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCollough
Station Manager-Director of War Programs.....J. Gorman Walsh
Sales Director.....J. Robert Gulick
Sales Promotion Manager.....Herman Reitzes
Program Manager.....Harvey Smith
Publicity Director.....Charles Collins
Musical Director.....J. E. Mathiot

WILM

WILMINGTON—EST. 1922

MUTUAL BROADCASTING SYSTEM

MASON-DIXON GROUP

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Operated By Delaware Broadcasting Co.
Address .....920 King St.
Phone Number 7268
Transmitter Location..35th St. & Bellevue Ave.
Time on the Air.....7 a.m. to 1 a.m.
News Service..... UP
Transcription Service.... NBC Thesaurus
Representative .....Paul H. Raymer Co.

Personnel

Station Executive..... Clair R. McCollough
Station Manager-Director of War Programs.....J. Gorman Walsh
Sales Director.....J. Robert Gulick
Sales Promotion Manager..George Kienzle, Jr.
Program Director.....Bernard Fabrizi
Chief Engineer.....J. E. Mathiot

Dominant **NBC** Basic Station in This Area

WDEL

1150 KC—5000 Watts—Wilmington, Delaware

OUTSTANDING FOR ITS ABILITY TO PRODUCE RESULTS

In the WDEL trade area, there's concentrated purchasing power—plenty of spending money. Added to its fortunate location in this rich, industrial and agricultural market (Delaware, Southern New Jersey, part of Maryland, Pennsylvania and Virginia), WDEL offers advertisers a listenership far ahead of rates. We're glad to furnish details as to how we can produce sales for you. Write direct, or to our

Sales Representative:

PAUL H. RAYMER CO.

New York • Chicago • San Francisco

DISTRICT OF COLUMBIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

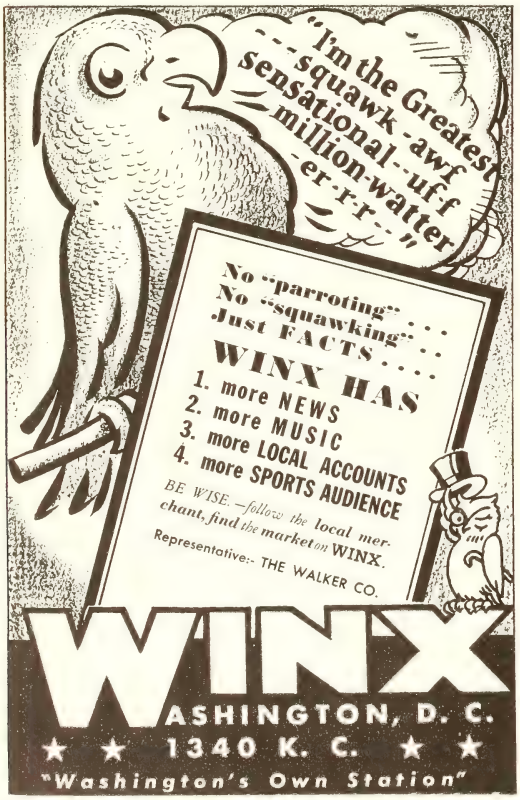
WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. .....Power: 250 Watts
Owned by.....WINX Broadcasting Co.
Address ..... 8th & Eye Sts., N.W.
Phone Number.....Republic 8000
Time on the Air: 6:00 a.m. to 1:00 a.m.; 7:00 a.m. to 1:00 a.m. Sun.
News Service .....INS
Transcription Service.....Standard Radio, Langworth
National Representative.....The Walker Co.

Personnel

President-Station Manager..Lawrence J. Heller
Commercial Manager.....Harold Levey
Production-Program Director.....Sam Lawder
Sales Promotion-Publicity Director.....Harold Levey
Chief Announcer.....Hugh Gwidi
Musical Director.....Bob Callahan
Chief Engineer.....Ralph E. Cannon, Jr.



WJSV

WASHINGTON—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1500 Kc. ....Power: 50,000 Watts
Owned-Operated By..Columbia Broadcasting System
Address .....817 Earle Bldg.
Phone Number.....Metropolitan 3200
Transmitter Location.....Wheaton, Md.
Time on the Air: 6 a.m. to 1:05 a.m.; Sundays, 7:30 a.m. to 1:05 a.m.
News Service..... AP; UP
Transcription Service.....World Broadcasting System
Representative .....Radio Sales

Personnel

Director.....E. H. Gammons
Commercial Manager....William D. Murdock
General Manager.....Carl Burkland
Sales Promotion Director.....Lee Chadwick
War Program Director.....Elinor Lee
Chief Announcer.....Gunnar Back
Musical Director .....Paul Kain
Chief Engineer.....Clyde Hunt

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WMAL

WASHINGTON, D. C.—EST. 1935

BLUE NETWORK

Frequency: 630 Kc.....Power: 5000 Watts
Owned & Operated By.....The Evening Star Broadcasting Co.
Address .....724-14th St., N.W.
Phone Number.....National 5400
Transmitter Location.... Cedar Lane, Bethesda, Md.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 7 a.m. to midnight
Newspaper Affiliation..Washington Evening Star
News Service.....AP; UP
Transcription Service.....NBC Thesaurus; Associated; Standard Radio
Representative.....Blue Network Spot Sales

Personnel

General Manager.....K. H. Berkeley
Sales & Advertising Manager.....Ben B. Baylor, Jr.
Auditor.....John Curtain
Chief News Editor.....William Neel
Night Supervisor.....Bryson Rash
Musical Director.....Morgan Baer
Chief Engineer.....H. A. Wadsworth

WOL

WASHINGTON, D. C.—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1260 Kc. .....Power: 1000 Watts
Owned-Operated By..American Broadcasting Company
Address .....1627 K Street, N.W.
Phone Number .....Metropolitan 0010
Transmitter Location .....Chillum, Maryland
Time on the Air.....24 hours daily
News Service.....Transradio; UP
Transcription Service..Lang-Worth; Standard Radio; Associated Transcription Service; MacGregor
Representative.....Spot Sales, Inc.

Personnel

President .....Mrs. LeRoy Mark
Vice-President-General Manager.....W. B. Dolph
Sales Manager.....Henry V. Seay
Publicity-Sales Promotion Manager.....Charles Zurhorst
Program Director.....Madeline Ensign
Production Manager.....Jay Caldwell
Traffic Manager .....Lillian Ruppert
Continuity Director.....Margaret Murray
Bookkeeper .....William Wallace
Musical Director.....Carol Shea
Chief Engineer.....H. H. Lyon

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WRC

WASHINGTON, D. C.—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By ..National Broadcasting Company
Address .....724 - 14th St., N. W.
Phone Number.....Republic 4000
Transmitter Location..Ager Road, Hyattsville, Maryland
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service .....AP; INS; UP
Transcription Service.....NBC Thesaurus, Associated, Langworth
Representative ....National Broadcasting Co.

Personnel

Vice-President .....Frank M. Russell
Station Manager.....Carlton D. Smith
Sales Promotion Manager.....Neal Hathaway
Publicity Director.....Leif Eid
Chief Announcer.....Donald Fischer
Auditor-Program Director.....Fred Shawn
Musical Director.....Fritz Balzer
Chief Engineer.....Donald Cooper

WWDC

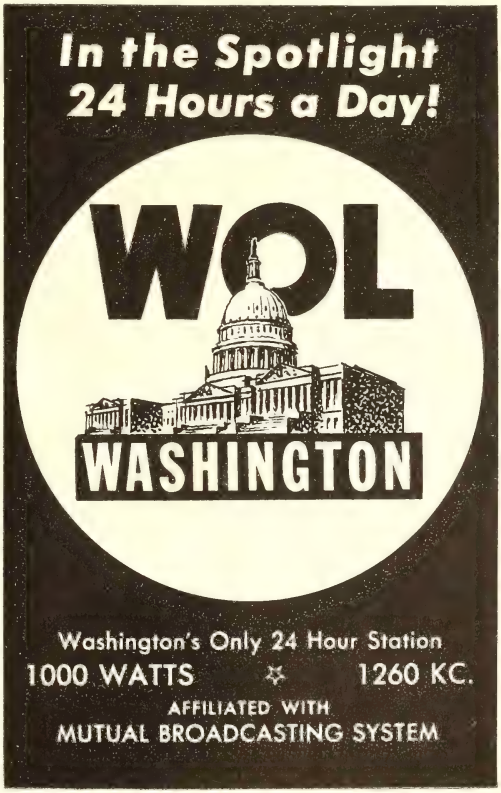
WASHINGTON, D. C.—EST. 1941

ATLANTIC COAST NETWORK

Frequency: 1450 Kc..Power: 250 (100 w. booster)
Owned-Operated By Capitol Broadcasting Co.
Address .....1000 Connecticut Ave.
Phone Number .....National 7203
Transmitter Location.....61 Pierce St., N.E.
Time on the Air....6:00 a.m. to 12:00 midnight
News Service .....AP
Transcription Service .....NBC Thesaurus

Personnel

President.....Joseph Katz
Station Manager.....G. Bennett Larson
Commercial Manager.....Ben Strouse
Sales Promotion Manager.....Belmont M. VerStandig
Program Director.....Norman Reed
Program Coordinator.....Jacqueline Keese
Production Manager.....Vera Ash
Publicity Director.....Irene Juno
Chief Announcer.....Ray Carson
Musical Director.....Leonard Friendly
Artists Bureau.....Ann Cloward
Chief Engineer.....U. L. Lynch



FLORIDA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WMFJ

DAYTONA BEACH—EST. 1935

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Wright Esch
Address .....126½ Magnolia Ave.
Phone Number 91
Transmitter Location ....126½ Magnolia Ave.
Time on the Air.....Unlimited license
Transcription Service .....Associated Music Publishers; Lang-Worth

Personnel

Owner .....W. Wright Esch

•

WFTL

FORT LAUDERDALE—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 10,000 Watts
Owned by.....Ralph A. Horton
Operated by.....Radio Station WFTL
Address .....2700 S. Andrews Ave.
Studio Address.....Mayfair Theater Bldg., Miami
Phone Number.....1300-01; 1799
Transmitter Location....2700 S. Andrews Ave.; (C.P. West of Ft. Lauderdale)
Time on the Air.....Unlimited license
News Service .....UP
Transcription Service.....Associated Music Publishers

Personnel

Owner .....Ralph A. Horton
General Manager.....S. A. Vetter

•

WFTM

FORT MEYERS—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Fort Meyers Broadcasting Co.
Address .....51 East First St.
Phone Number 818
Transmitter Location .....51 East First St.
Time on the Air.....Unlimited license
Transcription Service .....Associated Music Publishers

Personnel

President.....Ronald B. Woodyard
Vice-President.....R. B. Martinn
General Manager.....J. P. Turner

WRUF

GAINESVILLE—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 850 Kc.....Power: 5,000 Watts
Owned by.....State of Florida
Operated by.....University of Florida
Address .....University of Florida
Phone Number .....1000, Branch 55
Transmitter Location....Campus, University of Florida
Time on the Air..Limited to Sunset in Denver, Colo.
News Service.....UP
Transcription Service.....World Broadcasting System
Representative.....Burn-Smith Co., Inc.

Personnel

Director.....Garland Powell
Commercial Manager.....S. L. Miller
Sales Promotion Manager.....Wm. Woodbury
Program Director.....J. Sam Fouts
Publicity Director.....Ernest Stanley
Chief Announcer.....Otis Boggs
Musical Director.....Elizabeth Tew
Chief Engineer.....Dr. Palmer Craig

•

WJAX

JACKSONVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 d.; 1000 n.
Owned, Operated By..City of Jacksonville, Fla.
Address .....1 Broadcast Place
Phone Number.....5-5821
Transmitter Location..Hyde Park Country Club
Time on the Air.....18 hours
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....John Blair & Co., Harry Cummings

Personnel

Commissioner in Charge.....Thos. C. Imeson
Station Manager and Chief Engineer.....John T. Hopkins, III
Program Director.....Evelyn Boote

•

WJHP

JACKSONVILLE—EST. 1940

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 250 Watts
Owned-Operated By.....The Metropolis Co.
Address .....500 Laura St.
Phone Number.....5-7610

Transmitter Location.....Read and Alamo Sts.
Time on the Air.....18 Hours Daily
Newspaper Affiliation....Jacksonville Journal
News Service.....UP
Transcription Service.....Lang-Worth
Representative .....John H. Perry Associates

Personnel

President .....John H. Perry
Station Manager.....Wallace A. Walker
Sales Manager.....I. M. Koger
Program Director.....Jack Rathbun
Musical Director.....Don Bell
Chief Engineer.....B. Hayford

WMBR

JACKSONVILLE—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned, Operated By....Florida Broadcasting Company
Address .....118 West Adams St.
Phone Number 5-4387
Transmitter Location.....Vines and Mass. Ave.
Time on the Air....6:30 a.m. to 12:00 midnight
News Service.....UP
Representative .....Paul H. Raymer Co.

Personnel

President-Station Manager .....Frank King
Commercial-Sales Promotion Manager
Glenn Marshall, Jr.
Program Director-Chief Announcer
Charles M. Stone
Production Manager.....Leonard Cox
Chief Engineer.....E. B. Vordermark

WJAX
JACKSONVILLE, FLORIDA
THE MUNICIPAL BROADCASTING STATION
NBC RED NETWORK
930 Kc.—Maximum Power 5000 Watts
Phone Jacksonville 5-5821
Representatives
John Blair & Co., New York, Chicago
Detroit and West Coast
H. E. Cummings, Southeast
Barnett Bank Bldg.
Jacksonville, Fla.
Phone 30381

WPDQ

JACKSONVILLE—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By:
Jacksonville Broadcasting Corp
Address.....Gulf Life Bldg.
Transmitter Location....Seven miles west of Jacksonville on Lenox Ave.
Time on the Air: 6:29 a.m. to 12:05 a.m.; Sunday 7:29 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....Standard
Representative.....George P. Hollingbery Co.

Personnel

President.....James R. Stockton
President.....Robert R. Feagin
Business Manager.....Frank Taylor, Jr.
Program Director.....Bernie Adams
Production Manager.....Matt Gettings
Artists Bureau.....Jimmy James
Musical Director.....Neil Vanderpoel
Chief Engineer.....James R. Donovan

WLAK

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned, Operated By....Lake Region Broadcasting Co.
Address .....1412 East Lime St.
Phone Number.....2127
Transmitter Location.....1412 East Lime St.
Time on the Air.....6:55 a.m. to midnight
News Service .....UP
Representative .....The Foreman Co.

Personnel

President.....S. O. Ward
Program Director.....Quinnelle Vann
Chief Announcer-Musical Director.....John V. Fisk
Chief Engineer.....Wm. P. Lee

WWPG

LAKE WORTH—EST. 1941

BLUE NETWORK—MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Lake Worth Broadcasting Corp.
Business Address.....P. O. Box 1031

The Nation's Playground

is now

The Nation's Warground

MIAMI BEACH

FLORIDA

WKAT (THE STATION WITH TWO MARKETS)

Provides two complete and separate buying-powers-that-be!

(1) Home Front civilians taking time out from their war activity—with money to spend.

(2) One of the largest Army Air Corps units in the country . . . representing every state — potential customers now and after Victory.

1360 Kilocycles **WKAT** 1000 W. Day and Night

MIAMI BEACH, FLORIDA

UNITED PRESS NEWS • BLUE NETWORK

REUTERS NEWS

Phone Number.....Palm Beach 21515; Lake Worth 500
Studio Address..Ocean Blvd., Palm Beach, Fla.
Transmitter Location.....Ocean Blvd., Palm Beach, Fla.
Time on the Air.....7:00 a.m. to midnight
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith Co.

Personnel

President.....Charles A. Davis
Station Manager.....Fred H. Ford
Commercial Manager.....Fred J. Barcroft
Sales Promotion Manager.....W. J. Ford
Chief Engineer.....Paul McGinty

WIOD

MIAMI—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By....Isle of Dreams Broadcasting Corporation
Business Address.....600 Biscayne Blvd.
Phone Number 3-6444
Studio Address.....News Tower
Transmitter Location.....Cameo Island
Time on the Air.....Unlimited License
Newspaper Affiliation.....Miami Daily News
News Service.....AP, INS, UP
Transcription Service.....Standard Radio; Associated Music Publishers
Representative....George P. Hollingbery Co.; Harry S. Cummings

Personnel

President.....D. J. Mahoney
General Manager.....James M. Legate
Commercial Manager.....T. O. McCullough
Promotion Manager.....R. W. Richards
Program Supervisor.....Roy Verret
Program Director.....Robert Fidlar
Continuity Director.....D. M. Butler
News Editor.....Frank Malone
Educational Director.....Lessie Collins
Musical Director.....Clark Fiers
Chief Studio Engineer.....Bob Barwick

WQAM

MIAMI—EST. 1921

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 1000 Watts (C.P. 5000 d.)
Owned-Operated.....Miami Broadcasting Co.

Here it is

Come and get it!

★ South Florida's non-tourist income from pay rolls in 1942 exceeded any annual income, in any year, from her richest tourist season.

★ This new, rich market represents civilian war work employment and spending . . . TWELVE MONTHS A YEAR.

★ In dollar volume Miami's share represented over 59% of the total retail sales in Florida's three major markets.

★

WIOD Covers This New Rich Market As Completely As Florida's Magic Sun

★

National Representative
GEORGE P. HOLLINGBERY COMPANY

★

5,000 WATTS • 610 KC • NBC

WIOD MIAMI

Address .....Postal Bldg.
Phone Number.....26121
Transmitter Location..Biscayne Bay at 14th St.
Time on the Air.....24 hours daily
News Service.....UP
Transcription Service.....World Broadcasting System; Lang-Worth
Representative .....John Blair & Co.

Personnel

President and General Manager
Fred W. Borton
Advertising Manager.....Norman MacKay
Program Manager.....Hazel McGuire
Sales Manager.....Fred Mizer
Chief Engineer.....T. C. Wisenbacker

WKAT

MIAMI BEACH—EST. 1937

BLUE NETWORK

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....A. Frank Katzentine
Address.....1759 N. Bay Rd.
Phone Number 5-7471
Transmitter Location.....1759 N. Bay Rd.
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....Reuters; UP
Transcription Service .....AMP
Representative.....Spot Sales, Inc.

Personnel

Owner.....A. Frank Katzentine
Managing Director.....Ucola Katzentine
General Manager.....John C. McCloy
Commercial Manager.....Alex Campbell, Jr.
Business Manager.....C. A. Wampler
War Program Director.....Richard Altman
Musical Director.....Betty Lee Taylor
Engineers.....Tom Magee, Arthur Smith

(See Page 384)

WTMC

OCALA—EST. 1939

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power 100 Watts
Owned-Operated By..Ocala Broadcasting Co.
Address .....P.O. Box 831
Phone Number.....128; 129
Studio Address.....1 Broadcast Place
Transmitter Location.....1 Broadcast Place
Time on the Air.....7:00 a.m. to 11:00 p.m.
News Service.....UP
Transcription Service.....Keystone, BMI
Representative.....John H. Perry Associates

Personnel

President.....John T. Alsop, Jr.
Station Manager.....T. S. Gilchrist, Jr.
Commercial Manager.....Wilma Drumm
Program Director.....T. S. Gilchrist, Jr.
War Program Director.. .Edna Moorhead
Chief Engineers.....Beecher Hayford, H. F. Lange

WDBO

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By....Orlando Broadcasting Co., Inc.
Business Address.....563 N. Orange Ave.
Phone Number 6181
Studio Address.....Ft. Gatlin Hotel
Transmitter Location..Dubsdread Country Club
Time on the Air.....24 hours daily
News Service .....UP
Transcription Service.....World Broadcasting System
Representative.....Paul H. Raymer Co.

Personnel

President-Station Manager
Col. George C. Johnston
National Sales-Sales Promotion Manager
W. G. McBride
Program Director.....Violet D. Osborne
Publicity Director.....Rosalind Boggs
Local Advertising Manager.....J. M. Pedrick
Musical Director.....Walter D. Kimble
Chief Engineer.....J. E. Yarbrough

WLOF

ORLANDO—EST. 1940

BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Hazelwood, Inc.
Business Address.....P. O. Box 1991
Phone Number 8163-8164
Studio Address.....Angebilt Hotel
Transmitter Location.....Near Orlando
Time on the Air....6:30 a.m. to 12:00 midnight
News Service ..... INS
Transcription Service.....NBC Thesaurus
Representative.....Burn-Smith Co., Inc.; Frank Cook

Personnel

Station Manager.....Edward J. Lord
Commercial Manager.....Victor Buisset
Sales Promotion-Publicity Manager.....Edward J. Lord
Program Director-Chief Announcer Tom Sawyer
War Program Director.....Eugene Hill
Chief Engineer.....Harold A. Jenkins

WDLP

PANAMA CITY—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 d., 100 n.
Owned-Operated By.....Panama City Broadcasting Co., Inc.
Address.....First and Mercer Sts.
Phone Number 777
Transmitter Location ....First and Mercer Sts.
Time on the Air.....7:00 a.m. to 7:00 p.m.
News Service.....UP

Transcription Service.....Standard Radio; Keystone Broadcasting System
Representative.....John H. Perry Associates

Personnel

President.....John H. Perry
Station Manager.....Virgil G. Evans
Program-Publicity Director....Edw. J. Contoure
Chief Engineer.....Beecher Hayford

•

W C O A

PENSACOLA—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power 1000 d.; 500 n.
Owned-Operated By...Pensacola Broadcasting Company
Address.....San Carlos Hotel
Phone Number 4111
Transmitter Location....Pensacola Bay Bridge
Time on the Air.....17 hours, five minutes
Newspaper Affiliation.....Pensacola News-Journal
News Service.....UP
Transcription Service.....Associated Music Publishers
Representative .....John H. Perry Associates

Personnel

President.....John H. Perry
General Manager.....Irving F. Welch
Commercial Manager.....H. L. Barnett
Program Director-Chief Announcer..Gene Kirby
War Program Director.....Robert Larrabare
Chief Engineer.....G. E. Mead

•

W F O Y

COLUMBIA BROADCASTING SYSTEM

ST. AUGUSTINE—EST. 1936

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Fountain of Youth Broadcasting Co.
Address.....Fountain of Youth Park
Phone Number 1400
Transmitter Location.....Fountain of Youth Gardens
Time on the Air.....7:00 a.m. to 11:15 p.m.
News Service .....UP
Representative.....Paul H. Rayner Co.

Personnel

President.....Glenn Marshall, Jr.
General Manager.....J. Allen Brown
Program-Publicity Director.....Ann Bernice Nachtmann
Chief Engineer.....Pat Bernhard

•

W S U N

ST. PETERSBURG—EST. 1927

BLUE NETWORK

Frequency: 620 Kc. .....Power: 5000 Watts
Owned-Operated By..City of St. Petersburg,
Address.....Municipal Pier
Phone Number.....4747-4748
Transmitter Location..Bayview near Tampa,
Time on the Air.....24 hours daily
News Service.....UP
Transcription Service.....Associated Music
Representative .....Weed & Company

Personnel

Station Manager.....Norman E. Brown
Sales Manager.....Jerry Wigley
Sales Promotion Manager....Jerry Whittington
Program Director-Engineer.....Louis J. Link
Production Manager.....Maurice Hayes
Public Relations Director.....Joe Frohock
Musical Director.....Edith Sexton

•

W T S P

ST. PETERSBURG—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc.....Power 1000 d.; 500 n.
Owned-Operated By..Pinellas Broadcasting Co.
Address.....35th Ave. and 4th St., N.
Phone Number.....8108
Transmitter Location....35th Ave. and 4th St., North
Time on the Air.....6:30 a.m. to midnight
Newspaper Affiliation....St. Petersburg Times
News Service.....UP
Representative.....Joseph Hershey McGillvra

Personnel

President.....Nelson P. Opoynter
Station Manager.....Lex Herron
Commercial Manager.....Coburn Gum
Program Director.....Arnold Falconnier

•

W S P B

SARASOTA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Operated By.....WSPB, Inc.
Business Address..... Sarasota
Phone Number 2541
Studio Address.....Bradenton, Fla.
Transmitter Location...Ringling Isle, Scranton
Time on the Air.....8:00 a.m. to 10:00 p..m.
News Service .....UP
Transcription Service.....World Broadcasting; Keystone Broadcasting System

Personnel

President.....R. C. Jones, Jr.
Station Manager.....John Browning
Program Director.....Jayne Taylor
Chief Engineer.....Bill Sheetz

•

W T A L

TALLAHASSEE—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. ..Power: 250 d.; 100 n.
Owned-Operated By..Florida Capitol Broadcasters, Inc.

GEORGIA'S GROWING MARKETS!

MBS

WATL

ATLANTA

• For effective, *economical* coverage of the great metropolitan Atlanta market—with its 98,700 radio homes—134,972 families, and 516,564 people — use WATL — Atlanta's popular *Mutual* station!...WATL's coverage is confined to *urban* listeners, and its programs tuned to *urban* tastes. You can do a *swell* selling job at *low* cost in Atlanta with WATL.

• The Hooper Fall 1942 Survey shows WRBL's coverage of Columbus to be—

81.2% TO 96.8%

. . . Any hour of the day or night, *at least* four out of five Columbus listeners are tuned in on WRBL. If you want to *blanket* the rich Columbus market, use WRBL.

CBS

WRBL

COLUMBUS

CBS

WGPC

ALBANY

• Normally prosperous, and steadily expanding with the war effort —Albany is now unusually *sales productive*. . . . Two flying fields; more than 200 housing units recently completed; 6,000 new jobs. Retail sales in Albany area now approximate $20,000,000 a year. If you're planning a test — include WGPC. It gives complete coverage in a market that is paying *better than ever*.

Represented nationally by SPOT SALES

Address .....Thomasville Highway
Phone Number 2160; 2161-W
Time on the Air.....8:00 a.m. to 9 p.m.
News Service .....UP
Transcription Service.....BMI; Keystone

Personnel

President .....Gilbert Freeman
Station Manager.....William C. Wyatt
Program Director.....Mary Charles Findley
Chief Engineer.....William A. Snowden, Jr.

•

WDAE

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By..Tampa Times Company
Business Address..114 North Franklin Street
Phone Number.....M 1818
Studio Address.....Tampa Terrace Hotel
Transmitter Location..Forest Hills Country Club Area
Time on the Air.....7:00 a.m. to 12:05 a.m.
Newspaper Affiliation....Tampa Daily Times
News Service .....AP
Transcription Service.....World Broadcasting System
Representative .....The Katz Agency

Personnel

President .....David E. Smiley
Sales Promotion Manager.....Carl P. Oswald
Station Manager .....L. S. Mitchell
Program Director.....Kenneth W. Skelton
Chief Engineer.....William Pharr Moore

•

WFLA

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 970 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Tampa Tribune
Address.....Seminole Bldg.
Phone Number .....Tampa H 1828-1829
Transmitter Location: East Entrance, Davis Causeway, Columbus Drive
Time on the Air: 6:45 a.m. to 12:05 a.m.; 7:30 a.m. to 12:05 a.m. Sunday
Newspaper Affiliation .....Tampa Tribune
News Service .....UP
Transcription Service.....NBC Thesaurus; C. P. MacGregor
Representative .....John Blair & Co.; Harry Cummings

Personnel

President .....S. E. Thomason
Station Manager.....W. Walter Tison
Local Sales Manager.....Bert Arnold
Program Director.....Paul M. Jones
Publicity Director.....Tom Mathews
Musical Director.....Frank Grasso
Chief Engineer.....Joe Mitchell

•

WJNO

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WJNO, Inc.
Business Address .....P. O. Box 189
Phone Number 3638
Studio Address.....1415 Okeechobee Rd.
Time on the Air .....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard Radio
Representative ..... Weed & Co.

Personnel

President .....Marshall Heminway
General Manager .....Stephen Willis
Musical Director.....Ruth Shockley
Chief Engineer.....E. Whit MacDowell

GEORGIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WALB

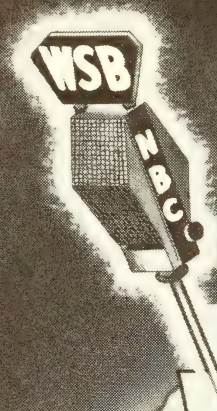
ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM
SOUTH GEORGIA NETWORK

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By...Herald Publishing Co.
Address.....Leesburg Road
Phone Number..... 1590
Transmitter Location.....Leesburg Road
Time on the Air.....7:00 a.m. to 11:30 p.m.
Newspaper Affiliation.....Albany Herald
News Service..... AP
Transcription Service.....Associated Music Publishers
Representative....Burn-Smith Co.; Frank Cook

Personnel

President .....H. T. McIntosh
General Manager.....Roger Van Duzer
Commercial Manager.....Mac Tallman
Publicity Director.....Mildred Cann
Bookkeeper.....C. P. Whiting
Chief Engineer .....Noel Martin



1ST CHOICE

OF GEORGIA LISTENERS SINCE 1922

★

There is a big job to be done in Dixie in 1943 and "The (sales) Voice of the South" is equipped to do it. WSB delivers its great radio audience at less cost per thousand listeners than any other station in this area. Detailed information is readily available.

50 Kw. **WSB** **750 K. C.**

"The Voice of the South"

ATLANTA, GEORGIA

Affiliated with the Atlanta Journal

Represented Nationally by Edward Petry & Co., Inc.

WGPC

ALBANY—EST. 1933

COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Albany Broadcasting Co.
Address.....125½ N. Jackson St.
Phone Number.....1370; 1371
Transmitter Location.....Gillionville Rd.
Time on the Air.....7 a.m. to 11:30 p.m.
News Service .....UP
Transcription Service.....Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President.....J. W. Woodruff
Program Director-Chief Announcer.....Marvin Lorig
Director of War Programs.....Loyce Snow
Production Manager.....Jommy Fowler
Publicity Director.....Ben Wills
Chief Engineer.....Chas. M. Kinnett

(See Page 388)

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WGAU

ATHENS—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....J. K. Patrick & Co.
Address ..... Bobbin Mill Road
Phone Number 1741
Transmitter Location .....Bobbin Mill Road
Time on the Air.....Unlimited license
Transcription Service .....Standard Radio

Personnel

Manager-Chief Engineer .....M. C. Gorman

•

WAGA

ATLANTA—EST. 1937

BLUE NETWORK

Frequency: 590 Kc.....Power: 5,000 Watts
Owned-Operated By ..Liberty Broadcasting Corp.
Address.....Western Union Bldg.
Phone Number.....MAin 5101
Transmitter Location....North Druid Hills Road
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Associated Music Publishers; NBS Thesaurus
Representative.....Headley-Reed Co.

Personnel

President .....George B. Storer
General Manager....Charles A. Smithgall, Jr.
Commercial Manager....Maurice C. Coleman
Program-Publicity Director.....Lee Bennett
News Editor.....Jack Harrington
Chief Engineer.....Russ Shettler

WATL

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....J. W. Woodruff tr/as Atlanta Broadcasting Co.
Address.....Henry Grady Building
Phone Number .....Walnut 4377
Transmitter Location....Henry Grady Building
Time on the Air: 6:00 a.m. to 12:05 a.m.; Sundays, 8:00 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service.....Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President .....J. W. Woodruff
Station Manager.....J. A. Davenport
Commercial-Sales Promotion Manager.....G. C. Jones, Jr.
Program Director.....Dan Hornsby
Production Manager.....W. J. Pyron, Jr.
Publicity Director.....Ray McCay
Chief Announcer-Director of War Programs.....Zenas Sears
Accountant.....Ruth Jones
Musical Director.....George Pressnell
Chief Engineer.....R. W. Minton

(See Page 388)

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WGST

ATLANTA—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc...Power: 5000 d.; 1000 n.
Owned By ..... Georgia Institute of Technology
Operated By .....Southern Broadcasting Stations, Inc.
Address .....Forsyth Bldg.
Phone Number.. .....Walnut 8441
Transmitter Location....Cheshire Bridge Rd.
Time on the Air.....Unlimited license
Transcription Service.....World Broadcasting System; Lang-Worth
Representative ..... The Katz Agency

Personnel

President-Station Manager....C. H. Calhoun

•

WSB

ATLANTA—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 750 Kc.....Power: 50,000 Watts
Owned-Operated By.....The Atlanta Journal Company
Address ..... Biltmore Hotel
Phone Numbers ..Hemlock 1045-1046-1047; Hemlock 5200; Walnut 5050
Transmitter Location.....Tucker, Ga.
Time on the Air.....5:45 a.m. to 1:05 a.m.
Newspaper Affiliation.....The Atlanta Journal

News Service ..... AP; UP
Transcription Service ..... Standard Radio
Representative ..... Edward Petry & Co.

Personnel

President ..... James M. Cox, Jr.
Manager ..... J. Leonard Reinsch
Sales Manager ..... John M. Outler, Jr.
Program Director ..... Roy A. McMillan
Director of War Programs ..... Beth Barnes
Sales Promotion Manager ..... Lorin Myers
Artitsts' Bureau Head ..... Harrison Kimball
Publicity Director ..... Mary Caldwell
Farm Director ..... Bill Prance
Continuity Editor ..... Al Flanagan
Transcription Editor ..... Hubert Batey
Studio Production Manager ..... Elmo Ellis
Musical Directors ..... Perry Pechtel, Earl Landis
Chief Engineer ..... C. F. Daugherty

WGAC

AUGUSTA—EST. 1940

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By .. The Twin States Broadcasting Company
Address ..... Augusta
Phone Number 2-2692-3-4
Transmitter Location ... Sand Bar Ferry Road
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation .... The Augusta Herald
News Service ..... AP
Transcription Service ..... Associated Music Publishers; NBC Thesaurus
Representative ..... Headley-Reed Company

Personnel

President ..... F. Frederick Kennedy
General Manager ..... J. B. Fuqua
Sales Production Manager . Florence Thompson
Program Director-Chief Announcer ..... Steve Manderson
Publicity Director ..... Z. V. Gwynn
Chief Engineer ..... De Forest Layton

WRDW

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc. ..... Power: 5,000 Watts
Owned-Operated By .. Augusta Broadcasting Company
Address ..... 10th & Broad Streets
Phone Numbers 2-8805, 8806, 8807
Transmitter Location .. Breckman's Road, P. O. Box No. 932
Time on the Air ..... 6 a.m. to 12 midnight
News Service ..... UP
Transcription Service ..... World Broadcasting System
Representative .... Burn-Smith Company, Inc.

Personnel

President ..... Arthur Lucas
Station Manager ..... W. R. Ringson
Commercial Manager ..... Thurston Bennett
Program-Publicity Director ..... Charles Pointel
Chief Announcer ..... Ben Lucas
Musical Director ..... Gil Evans
Chief Engineer ..... Harvey Aderhold

WMOG

BRUNSWICK—EST. 1939

KEYSTONE BROADCASTING SYSTEM
SOUTH GEORGIA NETWORK

Frequency: 1490 Kc. .... Power: 250 d.; 100 n.
Owned-Operated By .... Coastal Broadcasting Company
Address ..... Brunswick
Phone Number 1500
Transmitter Location .... St. Simons Causeway
Time on the Air ..... 7 a.m. to 10 p.m.
News Service ..... UP
Transcription Service ..... NBC Thesaurus
Representative ..... Cox & Tanz

Personnel

President ..... Alma W. King
General Manager-Chief Announcer ..... Kenneth E. White

WGAA

CEDARTOWN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned By ..... Northwest Georgia Broadcasting Co.
Operated By ..... R. W. Rounsaville
Address ..... West Theater Bldg.
Phone Number 777
Transmitter Location ..... Cave Spring Rd.
Time on the Air: 15 hours weekdays; 14 hours Sundays
News Service ..... AP
Transcription Service ..... Keystone Broadcasting System

Personnel

President ..... O. C. Lam
Vice-President-General Manager ..... R. W. Rounsville
Production Manager ..... Bill Shannon
Publicity Director ..... Dorothy Holt
Chief Announcer-Musical Director .. Rob Riddle
Chief Engineer ..... Clarence Landress

WRBL

COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned By ..... Columbus Broadcasting Company

Operated By .....J. W. Woodruff, Jr.
Address .....1420 Second Avenue
Phone Number.....2-0601
Transmitter Location...30th St. & Howard Ave.
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to midnight
News Service .....UP
Transcription Service..... Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President .....J. W. Woodruff, Sr.
Executive Manager .....J. W. Woodruff, Jr.
Commercial Manager.....W. S. Massie
Sales Promotion-Production Manager.....Jack Gibney
Program Director.....Tony Barrett
Director of War Programs-Musical Director.....Gertrude Handley
Publicity Director.....Jack O'Connor
Chief Engineer.....Wilfred T. Siddle

(See Page 388)

WMJM

CORDELE—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 d.; 100 n.
Owned-Operated By..Cordell Dispatch Publishing Company
Business Address.....P. O. Box 432
Phone Number 666
Studio Address.....20th Ave. & B St.
Transmitter Location.....20th Ave. & B St.
Time on the Air.....7 a.m. to 9 p.m.
Newspaper Affiliation..... Cordell Dispatch
Transcription Service...Keystone Broadcasting Service
Representative.....Cox & Tanz

Personnel

President-General Manager..James S. Rivers
Commercial Manager.....Gaines Brewster
Program Director.....Elweda Powers
Publicity Director.....Peyton Bishop
Chief Announcer-Musical Director .....Robert C. Lay
Chief Engineer..... Clayton Lee

WBLJ

DALTON—EST. 1940

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Dalton Broadcasting Corp.
Address.....111 Pentz St.
Phone Number.....Dalton 684
Transmitter Location.....River Bend Rd.
Time on the Air.....7 a.m. to 11 p.m.
News Service..... INS
Representative .....Cox & Tanz

Personnel

President .....H. C. Kenemer
Secretary-Treasurer-Manager..W. V. Williams
Sales Promotion-Program Director.....William Arnold
Chief Announcer.....Bill Sheperd
Chief Engineer .....W. C. Roberts

WGGA

GAINESVILLE—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Blue Ridge Broadcasting Company
Business Address.....P. O. Box 417
Phone Number.....1600
Studio Address.....Athens Road
Transmitter Location .....Athens Road
Time on the Air: 6:30 a.m. to 10:15 p.m.; Sundays, 7 a.m. to 10:15 p.m.
News Service .....AP
Transcription Service.....NBC Thesaurus

Personnel

President.....Austin F. Dean
General Manager.....L. H. Christian
Commercial Manager Charles A. Smithgall, Jr.
Sales Promotion Manager.....E. F. MacLeod
Program Director.....Floyd Hubbard
Publicity Director.....Nancy Thompson
Chief Engineer.....F. K. Brown

WKEU

GRIFFIN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....Radio Station WKEU
Address .....Griffin Hotel
Transmitter Location .....Griffin Hotel
Time on the Air.....Unlimited license
Transcription Service .....C. P. MacGregor
Representative .....Sears & Ayer, Inc.

Personnel

Manager .....A. W. Marshall, Jr.

WLAG

LA GRANGE—EST. 1941

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...LaGrange Broadcasting Company
Address .....303 Broome St.
Phone Number..... 1700
Transmitter Location.....La Grange
Time on the Air.....6:30 a.m. to 10:30 p.m.
Newspaper Affiliation.....LaGrange Daily News
News Service .....UP

Transcription Service.....World Broadcasting System

Personnel

President .....Roy C. Swank
General Manager.....Edwin Mullinax
Program Director.....Harold Russey

WBML

MACON—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Middle Georgia Broadcasting Company
Address.....First National Bank Building
Phone Number..... 2728
Transmitter Location.....8th & Cherry Streets
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:30 to 12 midnight
News Service .....UP
Transcription Service .....NBC Thesaurus

Personnel

President .....Ernest D. Black
Station Manager.....Charles W. Pittman
Commercial Manager.....Alfred Loew
Program-Musical Director
Mary Hester Richardson
Production-Publicity Director.....Chas. Roe
Chief Announcer.....Gene Marshall
Chief Engineer.....H. S. Goodrich

WMAZ

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM
GEORGIA MAJOR MARKET TRIO

Frequency: 940 Kc.....Power: 5000 Watts
Owned-Operated By....Southeastern Broadcasting Company, Inc.
Address.....666 Cherry St.
Phone Number 3131, 3132, 3133
Transmitter Location.....Forsyth Road
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
News Service .....AP
Transcription Service.....World Broadcasting System; Lang-Worth
Representative .....The Katz Agency

Personnel

President, Chief Engineer
George P. Rankin, Jr.
Vice-President.....Wallace Miller
Sec'y-Treas., General Manager
Wilton E. Cobb
Program Director-Chief Announcer..Lew Kent

WMGA

MOULTRIE—EST. 1939

KEYSTONE BROADCASTING SYSTEM
SOUTH GEORGIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Frank R. Pidcock, Sr.
Address .....Box 310, Moultrie
Phone Number..... 999
Transmitter Location.....Moultrie
Time on the Air; 6 a.m. to 10 p.m.; Sundays, 8 a.m. to 10 p.m.
News Service .....UP
Transcription Service.....NBC Thesaurus

Personnel

Owner .....Frank R. Pidcock
Manager .....John F. Pidcock
Commercial Manager.....Jack Murray
Program Director.....Mrs. D. E. Stringfellow
Chief Engineer-Chief Announcer..James Wilder

WRGA

ROME—EST. 1929

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Rome Broadcasting Corp.
Address ..... National City Bank Building
Phone Number..... 6589
Transmitter Location.....National City Bank Bldg.
Time on the Air.....Unlimited license

Personnel

President .....John W. Quarles

WSAV

SAVANNAH—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WSAV, Inc.
Address .....Liberty National Bank Building
Phone Number.....5600
Transmitter Location.....East President Street
Time on the Air: 7 a.m. to 12:05 a.m.
News Service.....AP; INS
Transcription Service.....Associated Music Publishers
Representative .....George P. Hollingbery Company

Personnel

President .....Arthur Lucas
Station Manager.....Harben Daniel
Commercial Manager.....N. W. Brandon
Sales Promotion Manager.....Thomas S. Carr
Program Director.....Electa Hoffman
Director of War Programs....Alberta Robertson
Production Manager .....Daniel Harless
Publicity Director.....Mark Johnson
Musical Director.....Eleanor Cook
Chief Engineer .....Meredith Thompson

WTOC

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By ..Savannah Broadcasting Company

Address.....516 Abercorn Street
Phone Number 20127-28-29
Transmitter Location.....Louisville Road
Time on the Air: 6:30 to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .....UP
Transcription Service .....Lang-Worth; Standard Radio
Representative .....The Katz Agency

Personnel

President .....W. T. Knight, Jr.
Assistant to President.....Grace S. Brown
Vice-President.....S. P. Driscoll
National Sales-Merchandising Manager Bill Smart
Program Director.....Weldon Herrin
Director of War Programs.....Rugh Taylor
Production Manager.....Dwight James Bruce
Publicity Director.....Emily Parnell
Chief Announcer.....Kenneth Wolfe
Artists Bureau Head.....Alice Kent
Musical Director.....Jean Wallace
Chief Engineer.....Claude M. Gray

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W P A X

THOMASVILLE—EST. 1934

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....H. Wimpy
Address.....117 Remington Avenue
Phone Number..... 909
Transmitter Location...117 Remington Avenue
Time on the Air.....Unlimited license

Personnel

Station Manager.....H. Wimpy

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W R L C

TOCCOA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Operated By .....R. G. LeTourneau
Address.....1200 Prather Bridge Road
Phone Number..... 1751
Transmitter Location..1200 Prather Bridge Rd.
Time on the Air.....13 hours daily
News Service .....AP
Transcription Service..Lang-Worth; BMI; NBC Thesaurus

Personnel

Owner.....R. G. LeTourneau
General Manager, Program Director Virgel E. Craig
Commercial Manager.....Harold H. Marler
Chief Announcer.....Leslie Bolton
Chief Engineer .....H. C. Lindahl

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W G O V

VALDOSTA—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....E. D. Rivers
Address .....E. Park Ave.
Phone Numbers.....1420; 1421
Transmitter Location.....E. Park Ave.
Time on the Air.....16 hours daily
News Service .....UP
Transcription Service..Keystone Broadcasting System
Representative .....Hal Holman Company

Personnel

Owner..... E. D. Rivers
Station Manager.....W. R. Link
Chief Engineer..... L. C. McCall

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W A Y X

WAYCROSS—EST. 1936

KEYSTONE BROADCASTING SYSTEM
SOUTH GEORGIA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jack Williams
Address .....620 Plant Avenue
Phone Number 965
Transmitter Location ..... Waycross
Time on the Air .....7 a.m. to 10 p.m.
Newspaper Affiliation .....Waycross Journal-American
News Service ..... UP
Transcription Service .....World Broadcasting System; Keystone Broadcasting System
Representative .....Hal Holman Company

Personnel

President .....Jack Williams
Station Manager- Chief Engineer, John J. Tobola
Commercial-Production Manager..Jack Harder
Program Director-Chief Announcer John Humble
Publicity Director.....Liston Elkins

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W D A K

WEST POINT—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Valley Broadcasting Company
Address..... General Tyler Hotel
Phone Numbers.....173; 193
Transmitter Location.....General Tyler Hotel
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.
Transcription Service.....Associated Music Publishers

Personnel

President .....L. J. Duncan
Station Manager.....J. H. Orr
Program Director.....Frances B. Ledbetter
Chief Announcer.....Jack Harris
Chief Engineer.....Dige Bishop

IDAHO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KIDO

BOISE—EST. 1928

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1380 Kc...Power: 2500 d.; 1000 n.
Owned By..G. M. Phillips & Frank Hill, d/b Boise Broadcasting Station
Operated By.....G. M. Phillips
Address .....Hotel Boise
Phone Numbers.....660; 661
Transmitter Location..4½ miles northwest of City
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 9 a.m. to 10:30 p.m.
News Service..... UP
Transcription Service....World Broadcasting System
Representative.....John Blair & Company

Personnel

Station Manager.....G. M. Phillips
Sales Promotion Manager..Boyd Braithwaite
Program Director-Chief Announcer .....Billy Phillips
Production Manager.....Phil Allen
Publicity Director.....Roy Swartz
Traffic Manager.....Catherine Scotland
Chief Engineer.....Harold Toedtemeier

KID

IDAHO FALLS—EST. 1928

Frequency: 1350 Kc.....Power: 5000 d.; 500 n.
Owned-Operated By.....KID Broadcasting Co.
Address .....KID Building
Phone Number 4
Transmitter Location .....Ammon Road
Time on the Air.....Unlimited license

Personnel

President and General Manager, J. W. Duckworth

KRLC

LEWISTON—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....H. E. Studebaker
Address.....Lewis-Clark Hotel Building
Phone Number..... 1950
Transmitter Location.....Lewiston Orchards
Time on the Air: 7:25 a.m. to 8:15 p.m.; 2:15 p.m. to 7:15 p.m. Sundays
News Service .....UP
Transcription Service....World Broadcasting System; Longworth Feature Programs; Keystone Broadcasting System

Personnel

Owner .....H. E. Studebaker
Station Manager.....Donald A. Wike
Commercial Manager.....Donald Thomas
Chief Engineer.....Milton MacLafferty

KFXD

NAMPA—EST. 1922

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Frank E. Hurt
Business Address....1024 Twelfth Ave., South
Phone Number 1200
Studio Addresses: 1024 Twelfth Ave., South; 724 S. Kimball Ave., Caldwell, Ida.; 809 Main St., Boise, Ida.
Transmitter Location..1024 Twelfth St., South
Time on the Air: 6 a.m. to 9 p.m.; Sundays, 8:30 a.m. to 6 p.m.
News Service .....UP
Transcription Service: NBC Thesaurus; C. P. MacGregor; Lang-Worth

Personnel

Owner and Station Manager....Frank E. Hurt
Commercial Manager.....Doyle Cain
Program Director.....Floyd Bryant
Traffic Manager.....Violet Vanderford
Chief Engineer.....Edward Hurt

KSEI

POCATELLO—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 930 Kc...Power: 1000 d.; 250 n.
Owned-Operated By..... Radio Service Corporation
Address ..... Pocatello
Phone Number 960
Transmitter Location..... Pocatello
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 8:30 a.m. to 11 p.m.
News Service..... UP
Transcription Service.....Standard
Representatives.....The Walker Co. (East); Homer Owen Griffith (West)

Personnel

President .....O. P. Soule
Vice-Pres.-General Manager.Henry H. Fletcher
Program Director.....Ruthe A. Fletcher
Publicity Director.....Olive M. Leeney
Chief Engineer.....Henry H. Fletcher

KTFI

TWIN FALLS—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1270 Kc.....Power: 1000 Watts

Owned-Operated By.....Radio Broadcasting Corp.
Address .....Radio Bldg.
Phone Number..... 2400
Transmitter Location.....Highway No. 30, west of Twin Falls
Time on the Air.....Unlimited license
News Service.....UP
Transcription Service.....Standard Radio
Representatives.....The Walker Co.; Homer Owen Griffith

Personnel

President .....O. P. Soule
Station Manager.....F. M. Gardner
Commercial-Sales Promotion Manager W. A. Kenworthy
Program Director.....N. Henderson
Production Manager.....C. Peterson
Publicity Director.....Irene Barclay
Chief Announcer-Musical Director Will E. Wright
Chief Engineer.....Franklyn Ver Cox

KWAL

WALLACE—EST. 1939

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Silver Broadcasting Co.
Operated By.....R. G. Binyon
Address .....Tabor Bldg.
Phone Number..... 330
Transmitter Location.....Osburn
Time on the Air.....7 a.m. to 12 midnight
News Service .....UP
Transcription Service..Keystone Broadcasting System; Standard Radio; Associated Music Publishers

Personnel

President.....Dr. J. R. Binyon
Station Manager.....R. G. Binyon
Sales Promotion-Commercial Manager Howard Olson
Program Director.....Turner Dreher
Production Manager.....E. Camey
Chief Announcer.....C. Preston
Musical Director.....Glenn Whitney
Chief Engineer.....Charles Crane

ILLINOIS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WMRO

AURORA—EST. 1938

Frequency: 1280 Kc.....Power: 250 Watts
Owned-Operated By.....Martin R. O'Brien
Address.....34 S. River St.
Phone Number.....Aurora 4215
Transmitter Location.....N. Aurora
Time on the Air.....6:30 a.m. to local sunset
News Service..... AP
Transcription Service: Keystone Broadcasting System; BMI; Standard Radio

Personnel

Owner-General Manager....Martin R. O'Brien
Sales Promotion Manager....Vincent G. Cofey
Program-Musical Director..Mary Louise Brown
Publicity Director.....Janet Goss
Chief Announcer.....Russ Russell
Continuity Director.....Bettie Newburg
Chief Engineer.....W. I. Greenslaugh

WJBC

BLOOMINGTON—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..A. M. McGregor, Hugh L. Gately & D. C. McGregor
Business Address.....209 E. Washington
Phone Number..... 535
Transmitter Location.....West Gregory St., Normal, Ill.
Time on the Air.....Unlimited license
Transcription Service.....Langworth
Representative.....Spot Sales, Inc.

Personnel

President and Station Manager .....A. M. McGregor
Commercial Manager.....Hugh L. Gately

WKRO

CAIRO—EST. 1942

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Address ..... Cairo
Phone Number.....1490
Transmitter Location .....Cairo
Time on the Air: 6:30 a.m. to 10 p.m.; Sunday, 8 a.m. to 9 p.m.
News Service .....UP
Transcription Service.....Langworth, BMI
National Representative.....John E. Person Co.

Personnel

Owner .....Oscar C. Hirsch

WCAZ

CARTHAGE—EST. 1921

Frequency: 1080 Kc.....Power: 250 Watts

TESTED

For 18 straight years advertisers have done *most* of their 50,000-watt Chicago selling over wBBm.

We believe this means you can, too.

wBBm is the Midwestern Key Station for the Columbia Broadcasting System and is represented nationally by RADIO SALES: New York, Chicago, St. Louis, Charlotte, Los Angeles, San Francisco

wBBm
CHICAGO
50,000 WATTS
CBS

Owned-Operated By....Superior Broadcasting Service, Inc.
Business Address .....Carthage
Phone Number..... 520
Studio Address.....Carthage; Macomb, Ill.
Transmitter Location.....R.F.D., Carthage
Time on the Air.....Daytime to local sunset
News Service .....UP
Transcription Service.....NBC Thesaurus

Personnel

President .....Bob Compton
Station Manager.....John Palmer

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WDWS

CHAMPAIGN—EST. 1937

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Champaign News-Gazette, Inc.
Address ..... 48 Main St.
Phone Number 6-1855
Transmitter Location.1 mile south of Champaign
Time on the Air .....Unlimited license
Newspaper Affiliation .....Champaign News-Gazette
National Sales Office.Texas Daily Press League
News Service .....UP

Personnel

Commercial Manager.....Frank R. Mills
Chief Engineer.....Jack Baum

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WAAF

CHICAGO—EST. 1922

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By....Drover's Journal Publishing Co.
Address .....Palmer House
Phone Number .....Randolph 1932
Transmitter Location.....1001 Exchange Ave.
Time on the Air....6:30 a.m. to local sunset
News Service..... UP
Transcription Service.....Standard Radio
Representative....George P. Hollingbery Co.

Personnel

President .....Ward A. Neff
Station Manager.....Bradley R. Eidmann
Sales Promotion Manager.....Elizabeth Love
Program Director-Production Manager .....Leland Gillette
War Program Director.....Janet Niles
Chief Engineer.....Carl Uhlrich

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WAIT

CHICAGO—EST. 1923

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Operated By.....WAIT, Inc.
Address.....360 N. Michigan Avenue
Phone Number .....Franklin 0660
Transmitter Location.....Church Road, Elmhurst, Ill
Time on the Air.....Local sunrise to sunset; Dallas, Texas
News Service:..... AP
Transcription Service .....AMP
Representative.....The Walker Co.

Personnel

President .....Gene T. Dyer
Station-Commercial Manager, Joseph Rudolph
Program Director.....E. M. Hinzman
Sales Promotion Manager.....George Provol
Publicity Director.....Virginia Smith
War Program Director.....Joseph Rudolph
Chief Engineer.....Edward J. Jacker

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WBBM

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc.....Power: 50,000 Watts
Owned-Operated By....The Columbia Broadcasting System, Inc.
Address .....410 North Michigan Ave.
Phone .....Whitehall 6000
Transmitter Location.....Ithaca, Ill.
Time on the Air.....5:30 a.m. to 1:15 a.m.
News Service.....AP; INS; UP
Transcription Service.....Associated Music Publishers, Lang-Worth
Representative .....Radio Sales

Personnel

President .....Wm. S. Paley
Vice-President and Station Manager .....H. Leslie Atlass
Assistant Manager.....J. L. Van Volkenburg
Commercial Manager.....J. Kelly Smith
Sales Promotion Manager.....King Park
Western Sales Manager.....L. F. Erikson
Acting Program Director.....Walter J. Preston
Attorney.....John B. Moser
Chief Sound Technician.....Urban Johnson
Publicity Director.....Shep Chartoc
News Editor.....James Crusinberry
Assistant Program Director....Stuart Dawson
Office Manager.....John V. McLoughlin
Musical Director.....Caesar Petrillo
Chief Engineer.....Frank B. Falknor

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WCFL

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.
BLUE NETWORK

Frequency: 1000 Kc.....Power: 10000 Watts
Owned-Oper. By..Chicago Federation of Labor
Address.....666 Lake Shore Drive
Phone Number.....Superior 5300
Transmitter Location...Downers Grove, Illinois
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8:15 a.m. to 12 midnight.
News Service.....UP
Transcription Service.....Standard Radio
Representative.....The Katz Agency

WGN carried more local and national spot business in 1942 than any other 2 major Chicago stations combined!

Such a leadership in the highly competitive Chicago market is testimony of WGN's marked ability to produce sales for its advertisers.

Personnel

President.....John Fitzpatrick
General Manager.....Maynard Marquardt
Commercial Manager.....M. B. Wolens
Program-Publicity Director.....Ed Paul

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WCRW

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Clinton R. White
Address.....2756 Pine Grove Ave.
Phone Number.....Diversey 4440
Transmitter Location.....2756 Pine Grove Ave.
Time on the air: 11 .m. to 2 p.m. nd 5 p.m. to 7 p.m.

Personnel

Owner.....Clinton R. White

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WEDC

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Emil Denemark, Inc.
Address.....3860 Ogden Ave.
Phone Number.....Crawford 4100
Transmitter Location.....3860 Ogden Ave.
Time on the Air: 8:30 a.m. to 10 a.m.; 3:30 to 5 p.m.; 7 p.m. to 8 p.m.; 10 p.m. to 11 p.m.
News Service.....UP

Personnel

President.....Emil Denemark
Manager.....Frank J. Kotnour
Program Director.....William P. Brady
Publicity Director.....Serena Notari
Chief Engineer.....Chester Lewicki

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WENR

CHICAGO—EST. 1925

BLUE NETWORK

Frequency: 890 Kc.....Power: 50000 Watts
Owned-Operated By.....Blue Network Co.
Address.....Merchandise Mart
Phone Number.....Delaware 1900
Transmitter Location.....Tinley Park, Ill.
Time on the air: 3 to 6:30 p.m. and 8 p.m. to 1 a.m.; Saturdays, 3-6:30 p.m. and 12 midnight to 1 a.m.; Sundays, 12 noon to 7 p.m. and 8 p.m. to 1 a.m.
News Service.....AP; INS; UP
Transcription Service.....NBC Thesaurus, Standard Radio
Representative.....Spot Sales

Personnel

President.....Mark Woods
V-P—Central Div. Mgr.....E. R. Borroff
Program Manager.....James Stirton
Advertising and Sales Promotion Manager, E. J. Huber
Chief Announcer.....Gene Rouse
Publicity Director.....Anthony J. Koelker
Production Manager.....Maurice Wetzel
Sales Manager.....Gil Berry
Continuity Editor.....L. J. Edgely
Director of Public Service Programs, William E. Drips
Sales Traffic Manager.....Robert Ewing
Chief Engineer.....E. C. Horstman

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WGES

CHICAGO—EST. 1924

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....Oak Leave Broadcasting Station, Inc.
Address.....14 N. Western Ave.
Phone Number.....Seeley 8066
Transmitter Location.....Ashburn (Chicago)
Time on the Air.....Unlimited license
News Service.....AP
Transcription Service.....Associated Music Publishers
Representative.....Forjoe & Co.

Personnel

President-Owner.....Gene T. Dyer
Station Manager.....John A. Dyer
Commercial Manager.....Arnold B. Hartley
Sales Promotion Manager.....M. E. Clemens
Program Director.....Robert Miller
Chief Engineer.....George Bush

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WGN

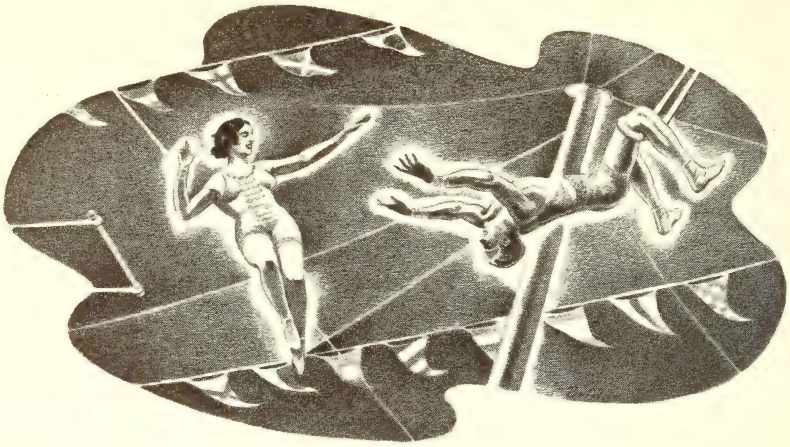
CHICAGO—EST. 1932

MUTUAL

Frequency: 720 Kc.....Power: 50000 Watts
Owned-Operated By.....WGN, Inc
Address.....441 N. Michigan Ave.
Phone Number.....Superior 0100
Transmitter Location.....Roselle, Illinois
Time on the Air: 5:30 a.m. to 1:35 a.m.; Saturdays, 5:30 a.m. to 2:05 a.m.; Sundays, 8 a.m. to 1:35 p.m.
Newspaper Affiliation....The Chicago Tribune
News Service.....AP, UP, Chicago Tribune
Transcription Service.....World Broadcasting System; Associated Music Publishers
Representative.....WGN, Inc. (N. Y.); Paul H. Raymer Co.

Personnel

President.....Col. Robert R. McCormick
Station Manager.....Frank P. Schreiber
Commercial Manager...William A. McGuineas
Program Director.....Kenneth W. MacGregor
Sales Promotion Manager....Ben H. Berentson
Publicity Director.....Dale O'Brien
News Editor.....Tom Foy
Farm Director.....Holland Engle
Musical Director.....Henry Weber
Chief Engineer.....George Lang



CONFIDENCE

THE AERIALIST lets go her flying trapeze — swings into space — completely confident that her partner will swing into position at the right moment. The story of WLS and its listeners is comparable. WLS is a friendly station in which our listeners have complete confidence. Helpful service to listeners and their organizations is the backbone of our activities. For nineteen years, WLS has worked closely with the homes and farms of Midwest America. Well-balanced programs, practical and authoritative information, news, culture, spiritual guidance, and home-spun entertainment. Commercial messages are carefully censored. Our deepest concern is maintaining listener confidence. And that confidence naturally extends to any product associated with our name.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

WLS
CHICAGO

The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER *President*
GLENN SNYDER *Manager*

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH

The Arizona Network

KSUN
Bisbee-Lowell
1230 Kilocycles
250 Watts

Kay
PHOENIX
550
KILOCYCLES

KTUC
TUCSON
1400 Kilocycles
250 Watts

BOTH WLS AND THE ARIZONA NETWORK ARE REPRESENTED BY JOHN BLAIR & COMPANY

WJJD

CHICAGO—EST. 1932

Frequency: 1160 Kc.....Power: 20000 Watts
Owned-Operated By.....WJJD Incorporated
Address.....230 North Michigan Ave.
Phone Number.....STAte 5466
Transmitter Location.....Desplaines, Illinois
Time on the Air: 4 a.m. to sundown, Salt Lake City
News Service .....AP
Representative.....John E. Pearson Co.

Personnel

President.....Ralph L. Atlass
Vice-President.....H. Leslie Atlass
Sales Promotion Manager.....Fred Reed
Commercial Manager.....Art Haare
Musical Director.....Kennedy Nelson
Chief Engineer.....Walter Myers

WLS

CHICAGO—EST. 1924

BLUE NETWORK

Frequency: 890 Kc.....Power: 50000 Watts
Owned-Operated By...Agricultural Broadcasting Co.
Address.....1230 W. Washington Blvd.
Phone Number.....Monroe 9700
Transmitter Location.....Tinley Park, Ill.
Time on the Air: 3 a.m. to 3 p.m. and 6 p.m. to 8 p.m.; Saturdays, 3 a.m. to 3 p.m. and 6 p.m. to Midnight; Sundays, 8 a.m. to 12 Noon and 7 to 8 p.m.
News Service.....AP, UP, Transradio
Newspaper Affiliation....Prairie Farmer Publishing Co.
Representative.....John Blair & Co.

Personnel

President.....Burridge D. Butler
Treasurer.....George Cook
Station Manager.....Glenn Snyder
Commercial Manager.....Charles F. Freeman
Artists' Bureau Head.....George Ferguson
Publicity and Sales Promotion Director.....Don Kelley
Farm Program Director.....Arthur C. Page
Sales Service Manager.....Carl Sutphin
Continuity Director.....R. E. Broholm
News Editor.....Julian Bentley
Educational Director.....Harriet Hester
Production Manager.....Al Boyd
Musical Director.....Phil Kalar
War Program Director.....Harry Templeton
Chief Engineer.....Thomas L. Rowe

WIND

CHICAGO

(For station listing see Gary, Ind.)

CARRYING THE *biggest* SCHEDULE FOR THE *largest local* CHICAGO ADVERTISER.

Check our availabilities for any schedule.

WJJD

20,000 WATTS • CHICAGO

NEWS . . .

. . . every hour on the hour 24 hours a day.

NEWS . . .

. . . 44 broadcasts daily.

NEWS . . .

. . . the No. 1 news service in the nation's No. 2 market

. . . even if you are not in the market for NEWS, you are in the market for the big audience it builds.

W·I·N·D

5000 WATTS • 560 KC • FULL TIME

Studios in Gary, Indiana and Chicago, Ill.

National Sales Offices

230 North Michigan Avenue, Chicago, Ill.

WMAQ

Top Flight Programs

WMAQ CHICAGO STATION MOST PEOPLE LISTEN TO MOST

The greatest schedule of programs in the world is broadcast by WMAQ Chicago — the first station in the second largest market in the United States.

- ★ **Jack Benny**
- ★ **Bing Crosby**
- ★ **Kay Kyser**
- ★ **Charlie McCarthy**
- ★ **Aldrich Family**
- ★ **Baby Snooks**
- ★ **Red Skelton**
- ★ **Mr. District Attorney**
- ★ **Rudy Vallee**
- ★ **Truth or Consequences**
- ★ **Eddie Cantor**
- ★ **Bob Hope**
- ★ **Fibber McGee**
- ★ **Abbott and Costello**
- ★ **Abie's Irish Rose**
- ★ **Fitch Bandwagon**
- ★ **Information Please**
- ★ **Horace Heidt**
- ★ **March of Time**
- ★ **Carnation Hour**
- ★ **Kaltenborn**
- ★ **Tommy Dorsey**
- ★ **Great Gildersleeve**
- ★ **Doctor I. Q.**
- ★ **Ma Perkins**
- ★ **Pepper Young**
- ★ **Right to Happiness**
- ★ **Upton Close**
- ★ **Light of the World**
- ★ **Mary Marlin**
- ★ **Helpmate**
- ★ **News of the World**
- ★ **Guiding Light**
- ★ **Vic and Sade**

These top-flight programs make listening to WMAQ a habit in the Chicago area. Take advantage of this habit by placing your campaigns on WMAQ.

WMAQ—CHICAGO KEY STATION OF THE NBC NETWORK
50,000 WATTS · 670 KILOCYCLES
REPRESENTED NATIONALLY BY NBC OFFICES IN
NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

WMAQ

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 670 Kc.....Power: 50000 Watts
Owned-Operated By
National Broadcasting Co., Inc.
Address.....222 North Bank Drive
Phone Number.....Superior 8300
Transmitter Location.....Elmhurst, Ill.
Time on the Air.....6:00 a.m. to 1 a.m.
News Service.....AP, INS, UP
Transcription Service.....NBC Thesaurus, Standard Radio
Representative.....National Broadcasting Co.

Personnel

President.....Niles Trammell
V-P, WMAQ Mgr.....Harry C. Kopf
Division Engineer.....Howard C. Luttgens
Supervisor of Music Library....D. A. Marcotte
Night Manager.....H. D. Livezey
Special Events Director.....Kenneth D. Fry
Station Relations Mgr.....A. W. Kaney
Chief Announcer.....William Kephart
Publicity Director.....William Ray
Continuity Editor.....William Murphy
Production Manager.....Charles Urquhart
Sales Manager.....Oliver Morton
Business Manager.....John F. Whalley
Program Manager.....Jules Herbuveaux
Advertising and Sales Promotion Manager,
Emmons C. Carlson
Musical Director.....Roy Shield
Director of Public Service Programs,
Judith Waller

WMBI

CHICAGO—EST. 1926

Frequency: 1110 Kc.....Power: 5000 Watts
Owned-Operated By.....The Moody Bible Institute of Chicago
Address.....153 Institute Place
Phone Number.....Michigan 1570
Transmitter Location.....Addison, Ill.
Time on the Air: Limited time with WBT; 75½ to 102½ hours weekly
News Service.....UP
Transcription Service.....Standard Radio, World Broadcasting System

Personnel

Vice-President.....H. Coleman Crowell
Program Director....Rev. Wendell P. Loveless
Publicity Director.....Russell Hitt
Chief Engineer.....A. P. Frye

WSBC

CHICAGO—EST. 1925

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station WSBC
Address .....2400 Madison St.
Phone Number.....Seeley 8066
Transmitter Location.....2400 Madison St.
Time on the Air: 6 to 8:30 a.m., 10 to 11 a.m., 2 to 3:30 p.m., 8 to 10 p.m. and 11 to 12 p.m.
News Service.....AP
Transcription Service.....Associated Music Publishers
Representative.....Forjoe & Co.

Personnel

President-General Manager.....Gene T. Dyer
Station Manager.....John A. Dyer
Commercial Manager.....A. C. Perkins
Sales Promotion Manager.....M. V. Baker
Program Director.....Herbert Rudolph
Musical Director.....Dean Remick
Chief Engineer.....William Shank

WHFC

CICERO—EST. 1926

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHFC, Inc.
Address.....6138 W. Cermak Road
Phone Number....Lawndale 8228, Cicero 4305
Transmitter Location....6138 W. Cermak Road
Time on the Air: Unlimited license (17 hrs. daily)
News Service.....UP

Personnel

President.....R. W. Hoffman
Manager.....M. E. Clifford
Chief Announcer.....Wm. H. Scott
Chief Engineer.....George M. Ives, Jr.

WDAN

DANVILLE—EST. 1938

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Northwestern Publishing Co.
Operated By .....Danville Commercial News
Address .....202 W. Hazel St. (Hotel Wolford)
Phone Number 1700
Transmitter Location .....1500 N. Washington Avenue
Time on the Air.....7 a.m. to 10:15 p.m.
Newspaper Affiliation .....Danville Commercial News
News Service ..... UP
Transcription Service .....Standard Radio
Representative .....J. P. McKinney & Son

Personnel

General Manager .....E. C. Hewes
Station Manager.....Francis A. Higgins
Commercial Manager .....Guy F. Kitchen
Program Director .....Cody Noble
Production Manager.....Carl Noble
Chief Announcer.....Bud Gillie
Chief Engineer.....Ted Magin
Publicity Director.....Cody Noble
Musical Director.....Honore Ronan

WSOY

DECATUR—EST. 1924

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Commodore Broadcasting, Inc.
Address.....351-357 No. Main St.
Phone Number.....5371-2
Transmitter Location...1891 No. Oakland Ave.
Time on the Air: 6 a.m. to 11:15 p.m.; Sundays, 7:30 a.m. to 11:15 p.m.
Newspaper Affiliation.....Decatur Herald, Decatur Review
News Service.....AP
Transcription Service: Standard Radio; World Broadcasting System; Keystone Broadcasting System
Representative.....Sears & Ayer, Inc.

Personnel

President.....F. W. Schaub
General Manager.....Edward Lindsay
Sales Manager.....Charles F. Bruce
Program Director.....Easter Straker
War Program Director.....Jim Christensen
Production Manager....Edgar C. Deffenbaugh
Artists Bureau.....Jack Carson
Musical Director.....Mary Kreie
Chief Engineer.....M. H. Stuckwish

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WKBB

EAST DUBUQUE

(See Dubuque, Ia.)

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WTMV

EAST ST. LOUIS—EST. 1935

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Mississippi Valley Broadcasting Co., Inc.
Address...Broadview Hotel, 5th and Broadway
Phone Number.....East 4390
Transmitter Location.....Broadview Hotel, 5th and Broadway
Time on the Air.....6:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
News Service.....INS
Representative.....Sears & Ayer

Personnel

General Manager.....Carlin S. French
Commercial Manager.....Ed Paro
Sales Promotion Manager.....Jack Norwine
Program Director.....Agnes Mites
Production Manager.....Vernon King
Publicity Director.....Michael Henry
Musical Director.....William Hart
Chief Engineer.....Thos. R. McLean

WGIL

GALESBURG—EST. 1938

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Galesburg Broadcasting Co.
Address.....Hill Arcade
Phone Number.....4626 Main
Transmitter Location.....Hill Arcade
Time on the Air.....Unlimited license
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Sears & Ayer

Personnel

General Manager.....Rollin B. Laughner, Jr.
Program Director-Traffic Manager..Nan Harris
Chief Announcer.....Jerome Kreanling
Chief Engineer.....Dale King

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WEBQ

HARRISBURG—EST. 1923

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Harrisburg Broadcasting Company
Address.....100 East Poplar St.
Phone Number.....28
Transmitter Location.....100 East Poplar St.
Time on the Air.....6 a.m. to 10 p.m.
News Service.....UP

Personnel

Station Manager.....I. M. Taylor
Sales Promotion Manager-Chief Announcer, Lindle Moore
Program-Musical Director.....Virginia Crane
Production Manager-Publicity Director Harold Cook
Chief Engineer.....Joseph R. Tate

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WJPF

HERRIN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Orville W. Lyerla
Address.....Herrin
Phone Number.....382 and 383
Transmitter Location.....Herrin
Time on the Air.....6 a.m. to 10:15 p.m.
News Service.....UP
Transcription Service.....Standard Radio

Personnel

President.....Orville W. Lyerla
Station Manager.....Charles R. Cook
Program Director.....Fred Reinhardt
Production Manager.....Pat Price

WLDS

JACKSONVILLE—EST. 1941

Frequency: 1180 Kc.....Power: 250 Watts
Owned-Operated By.....Stephenson, Edge & Korsmeyer
Address.....Illinois Theater Bldg.
Phone Number.....1180
Transmitter Location.....1½ miles east of Jacksonville
Time on the Air.....Daytime license
News Service.....UP
Transcription Service.....Standard Radio
National Representative.Howard H. Wilson Co.

Personnel

General Manager.....Edgar Parsons
Commercial Manager.....Pat O'Halleran
Production Manager.....Edgar Parsons
Chief Announcer.....Ken Lambert
Chief Engineer.....Gerald Cassens

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WCLS

JOLIET—EST. 1923

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WCLS, Inc.
Address .....601 Walnut St.
Phone Number.....Joliet 4761
Transmitter Location.....Joliet
Time on the Air.....7 a.m. to 12 midnight
Transcription Service.....Associated Music Publishers

Personnel

President.....Walter Ashe
Station Manager.....Robert M. Holt

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WMBD

PEORIA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc....Power: 500 d.; 1000 n.
Owned-Operated By.....Peoria Broadcasting Company
Address.....200 Alliance Life Bldg.
Phone Number.....7133
Transmitter Location.....Highway No. 29, halfway between Peoria and Pekin
Time on the Air: 5:45 a.m. to 12 midnight, Sundays, 8 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World Broadcasting System
Representative.....Free & Peters, Inc.

Personnel

President and Manager.....Edgar L. Bill
National Sales Manager.....Hugh K. Boice, Jr.
Promotion Manager.....Lee Adams
Program Director.....Vernon Nolte
War Program Director.....Fred Leo
Continuity Director.....William Wright
Farm Editor.....Emill Bill
Musical Director.....Robert Black
Chief Engineer.....Ted Giles

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WTAD

QUINCY—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Illinois Broadcasting Corp.
Address.....W.C.U. Bldg., 510 Main St.
Phone Number.....6200
Transmitter Location.....Quincy Gardens
Time on the Air.....6 a.m. to 12:05 a.m.
News Service.....AP; UP
Transcription Service .....Associated Music Publishers
Representative.....The Katz Agency

Personnel

President.....W. Emery Lancaster
General Manager.....C. Arthur Fifer
Commercial Manager.....W. J. Rothschild
Program Director.....Jack Sexton
Traffic Director.....Zoula Gatewood
Musical Director.....Edythe Raye
Chief Engineer.....Francis Wentura

PA HELPS STATION SALES

PA, through its Station Relations Department, helps its affiliated stations sell by acquainting national advertisers with the special news and feature scripts on the special AP Radio News Wire.

WROK

ROCKFORD—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 1440 Kc.....Power: 1000 d. 500 n.
Owned-Operated By....Rockford Broadcasters, Inc.
Address.....News Tower
Phone Number.....Main 5632
Transmitter Location.....Kilburn Ave. Rd.
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation.....Rockford Morning Star, Rockford Register Republic
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Headley-Reed Co.

Personnel

President.....Ruth Hanna Simms
Managing Director.....James Rodgers
General Manager.....Walter Koessler
Sales Promotion Manager....William R. Traum
Program Director.....Morey Owens
Continuity Director..Florence Lovejoy Shugars
Musical Director.....Lorna Lane
Chief Engineer.....Thomas C. Cameron

WHBF

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By.....Rock Island Broadcasting Co.
Business Address.....1800 Third Ave.
Phone Number.....917, 918 and 919
Studio Addresses...1800 Third Ave., Fifth Ave. Bldg., Moline; Orpheum Theater, Davenport.
Transmitter Location.....23rd Ave. and 52 St., Moline, Ill.
Time on the Air:....6 a.m. to 12 midnight, Sundays, 8 a.m. to 12 midnight.
Newspaper Affiliation..The Rock Island Argus
News Service.....AP, UP
Transcription Service.....Standard Radio, Lang-Worth
Representative...Howard H. Wilson Company

Personnel

President.....John W. Potter
Vice-President-General Manager..L. C. Johnson
Commercial Manager.....Maurice Corken
National Sales Manager.....Ted Arnold
Program Manager.....J. Woodrow Magnuson
Publicity Director.....Don Wright
Sales Promotion Manager.....Ted Arnold
Chief Engineer.....R. J. Sinnett

ROCKFORD

Retail Sales Highest in History!
Great Machine Tool Center!
Location of Camp Grant!
Population Up 10%!

WROK

1000 W. MUTUAL
OWNED AND OPERATED BY THE ROCKFORD CONSOLIDATED NEWSPAPERS, INC.
NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY

WCBS

SPRINGFIELD—EST. 1922

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Operated By.....WCBS, Inc.
Address.....523 E. Capital
Phone Number.....9855
Transmitter Location.....2200 S. 6th
Time on the Air.....18 hrs. daily
News Service.....AP
Representative.....Sears & Ayer, Inc.

Personnel

Station Manager.....Jack Heintz
War Program Director.....Lyle Munson
Sales Promotion-Publicity Director
John J. Corrigan
Musical Director.....John Gell
Chief Engineer.....Harold L. Dewing

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WTAX

SPRINGFIELD—EST. 1930

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....WTAX, Inc.
Business Address.....204 Reisch Bldg.
Phone Number.....2-4441
Studio Address.....117-119 S. 5th St.
Transmitter Location.....117-119 S. 5th St.
Time on the Air.....17½ hours daily
News Service.....UP
Transcription Service.....Associated Music Publishers
Representative.....The Foreman Company

Personnel

President and Manager.....Jay A. Johnson
Program Director.....Gladys McGrew

WDZ

TUSCOLA—EST. 1921

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By.....WDZ Broadcasting Company
Address.....Star Building
Phone Number.....98 and 153
Transmitter Location.....Intersection of U. S. Highways 36 and 45
Time on the Air.....Daytime license
Transcription Service.....Lang-Worth
Representative.....Howard H. Wilson Co.

Personnel

President.....E. L. Bill
Station and Sales Manager.....Clair B. Hull

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WILL

URBANA—EST. 1922

Frequency: 580 Kc.....Power: 5000 d.
Owned-Operated By.....University of Illinois
Business Address.....Urbana
Phone Number.....7-2400 and 7-2616
Studio Address.....Gregory Hall
Transmitter Location.....1 mile south on First St. Road, Champaign, Ill.
Time on the Air.....6:30 a.m. to local sunset
Newspaper Affiliation.....Daily Illini (student newspaper)
News Service.....AP
Transcription Service.....Lang-Worth

Personnel

Director.....Jos. F. Wright
Program Director.....Frank E. Schooley
Publicity Director.....Art Wildhagen
Chief Announcer.....Paul Bolman
Musical Director.....Lanson F. Demming
Production Director.....Nat H. Erwin
Chief Engineer.....A. James Ebel
(Non-Commercial Station)

INDIANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WHBU

ANDERSON—EST. 1922

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Anderson Broadcasting Corp.
Business Address.....Citizens Bank Bldg.
Phone Number.....7791
Studio Address.....1110 Meridian St.
Transmitter Location.....1110 Meridian St.
Time on the Air.....7 a.m. to 7 p.m.
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Hal Holman Co.

Personnel

President-General Manager.....L. M. Kennett
Commercial Manager.....John R. Atkinson
Chief Engineer.....L. F. Podhaski

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WTRC

ELKHART—EST. 1931

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.Truth Publishing Co., Inc.
Address.....Hotel Elkhart

Phone Number.....948
Transmitter Location....Oakland Avenue and Mishawaka Road
Time on the Air.....7 a.m. to 10 p.m.
Newspaper Affiliation....Elkhart Daily Truth
News Service .....AP
Transcription Service.....World; Standard Radio; Keystone
Representative.....Burn-Smith Company, Inc.

Personnel

President.....C. D. Greenleaf
General Manager.....R. R. Baker
Commercial Manager.....Paul Upson
Program-Musical Director.....Ethel Geiss
Chief Engineer.....Kenneth Singleton

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WEOA

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Evansville On The Air, Inc.
Address .....519 Vine St.
Phone Number 2-1171
Transmitter Location .....Evansville
Time on the Air .....Unlimited license
Transcription Service .....World Broadcasting System
Representative ..... Weed & Co.

Personnel

Secretary-Treasurer and General Manager.....Clarence Leich

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WGBF

EVANSVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By .....Evansville On The Air, Inc.
Address .....519 Vine St.
Phone Number 2-1171
Transmitter Location .....Evansville
Time on the Air .....Unlimited license
Transcription Service ....World Broadcasting System
Representative .....Weed & Co.

Personnel

General Manager .....Clarence Leich

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WGL

FORT WAYNE—EST. 1924

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned By....Westinghouse Electric Mfg. Co.
Operated By.Westinghouse Radio Stations, Inc.
Business Address.....925 So. Harrison St.
Phone Number.....A-2136
Studio Address.....Westinghouse Building
Transmitter Location....Westinghouse Building
Time on the Air.....6:30 a.m. to 12 Midnight
News Service.....UP
Transcription Service....World Broadcasting; Standard Radio
Representative .....NBC Spot Sales

Personnel

Vice-President.....Walter Evans
Station Manager.....J. B. Conley
Commercial Manager.....Paul E. Mills
Auditor.....Kenneth Foellinger
Sales Promotion Mgr.....Jack O'Mara
Program Director.....Eldon Campbell
Production Director.....Carl Vandagrift
Chief Announcer.....J. Howard Ackley
Chief Engineer.....Alva E. Smith

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WOWO

FORT WAYNE—EST. 1925

BLUE NETWORK

Frequency: 1190 Kc.....Power: 10,000 Watts
Owned By...Westinghouse Electric & Mfg. Co.
Operated By.Westinghouse Radio Stations, Inc.
Address.....925 So. Harrison St.
Phone Number.....A-2136
Transmitter Location.....Routes 30 and 33 (Junction)
Time on the Air.....5:30 a.m. to 1 a.m.
News Service.....UP
Transcription Services....World Broadcasting; Standard Radio
Representative.....National Broadcasting Co.

Personnel

Vice-President.....Walter Evans
Station Manager.....J. B. Conley
Commercial Manager.....Paul E. Mills
Auditor.....Kenneth Foellinger
Program Director.....Eldon Campbell
Production Manager.....Carl Vandagrift
Sales Promotion Mgr.....Jack O'Mara
Chief Announcer.....J. Howard Ackley
Continuity Supervisor.....H. C. Woehrmeyer
Musical Director.....Jeanne Brown
Chief Engineer.....Alva E. Smith

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WIND

GARY—EST. 1927

CBS

Frequency: 560 Kc.....Power: 5,000 Watts
Owned-Operated By..... Johnson-Kennedy Radio Corp.
Business Address.....504 Broadway
Phone Number.....Gary 9191
Studio Addresses.....504 Broadway; 230 N. Michigan Blvd., Chicago
Transmitter Location.....Black Oak, Indiana
Time on the Air.....24 hours daily
News Service.....AP; INS
National Sales Office Address.. 230 N. Michigan Blvd., Chicago, Ill.
Representative..... Foreman Company

Personnel

President ..... Ralph L. Atlass
Resident ..... Dee O. Coe
Sales Manager ..... John T. Carey
Program Director ..... Fred Willson
Continuity Director ..... Florence Folsom
Musical Director ..... Reba Jane Chapman
Chief Engineer ..... Victor H. Voss

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WJOB

HAMMOND—EST. 1924

Frequency: 1230 Kc. ..... Power: 100 Watts
Owned By ..... O. E. Richardson, Fred L. Adair, Robert C. Adair
Operated By ..... Radio Station WJOB
Address ..... 449 State St.
Phone Number ..... Hammond 9800
Transmitter Location ..... 449 State St.
Time on the Air ..... 7 a.m. to 11 p.m.
News Service ..... UP
Representative ..... Cox & Tanz

Personnel

Station Manager ..... O. E. Richardson
Commercial Manager ..... Robert C. Adair
Sales Promotion Manager .... Stanley C. Davis
Program Director ..... Howard Dunavan
Chief Announcer ..... Charles Sharpless
Musical Director ..... J. Gibbs Spring
Chief Engineer ..... Stanley Strousberg

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WJWC

HAMMOND—EST. 1942

Frequency: 1520 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Hammond-Calumet Broadcasting Corporation
Business Address: 165 North Michigan Ave., Chicago, Ill.
Phone Number ..... Dearborn 8600
Studio Addresses: 5935 S. Hohman Ave.; 165 N. Michigan, Chicago, Ill., 400 W. Madison St., Chicago, Ill.
Transmitter Location .... 137 & Pochman Aves.
Time on the Air ..... 6 a.m. to 12:30 a.m.
News Service ..... UP, AP
Transcription Service .... Standard, Associated
National Representative .... Free & Peters, Inc.

Personnel

President ..... John W. Clarke
Station Manager ..... William R. Cline

(*This station suspended operation on February 9, 1943.*)

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WFBM

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... WFBM, Inc.
Address ..... 48 Monument Circle
Phone Number ..... LIncoln 8506
Transmitter Location ..... 2 miles northeast of Millersville, Indiana
Time on the Air ..... 6 a.m. to 12:05 a.m.
News Service ..... AP; INS
Transcription Service ..... Associated Music Publishers
Representative ..... The Katz Agency

Personnel

President ..... H. M. Bitner, Sr.
Station Manager ..... Harry M. Bitner, Jr.
Commercial Manager .... William F. Kiley, Jr.
Chief Announcer ..... Lyle Ludwig
Program Director ..... F. O. Sharp
Musical Director ..... Walter H. Reuleaux
Chief Engineer ..... Harold Holland

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WIBC

INDIANAPOLIS—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc. .. Power: 5000 d.; 1000 n.
Owned-Operated By ... IndianaBroadcasting Corp.
Address ..... 350 N. Meridian St.
Phone Number ..... Lincoln 2305
Transmitter Location ..... Northwest of Indianapolis
Time on the Air ..... 5 a.m. to 12 midnight
News Service ..... UP
Transcription Service ..... NBC Thesaurus
Representative ..... Paul H. Raymer Co.

Personnel

President ..... H. G. Wall
General Manager ..... O. J. Kelchner
Commercial Manager ..... J. J. Flanigan
Program Director ..... Felix Adams
Production Manager ..... Jon Arthur
Director of Rural Programs ..... Bill Tabor
Musical Director-Artists' Bureau Head ..... Lester Huff
Chief Announcer ..... Howard Wolfe
Traffic Manager ..... Jo Ann Shea
Chief Engineer ..... Harry Adams

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WIRE

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1430 Kc. ..... Power: 5000 Watts
Owned-Operated By .... Indianapolis Broadcasting, Inc.
Address ..... Claypool Hotel
Phone Number ..... Riley 1541-2-3-4
Transmitter Location ..... 44th & Ralston Road
Time on the Air ..... 6:30 a.m. to midnight
News Service ..... AP; UP
Transcription Service .... World Broadcasting, Lang-Worth
Representative ..... John E. Pearson Co.

Personnel

President.....Eugene C. Pulliam
Commercial Manager.....Rex Schepp
Program Director.....Bill Dean
Musical Director.....Harry Bason
Chief Engineer.....Eugene E. Alden

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WISH

INDIANAPOLIS—EST. 1941

BLUE NETWORK

Frequency: 1310 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Capitol Broadcasting Corporation
Address.....Board of Trade Building
Phone Number.....Market 6345
Transmitter Location....Post Road and Rawls Ave.
Time on the Air.....6 a.m. to 1 a.m.; Sunday, 7 a.m. to midnight
News Service..... AP
Transcription Service.....Standard Radio
Representative .....Free & Peters, Inc.

Personnel

President-Gen. Manager, G. Bruce McConnell
Station Manager.....Robert E. Bausman
Production Manager.....William Frost
Program Director.....Robert Latting
Chief Announcer.....Robert Merryman
Musical Director.....Eddie Hanson
Chief Engineer.....Stokes Gresham, Jr.

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WKMO

KOKOMO—EST. 1941

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Kokomo Broadcasting Co.
Address .....400 North Main St.
Transmitter Location .....Kokomo
Time on the Air.....Unlimited license
Transcription Service .....Lang-Worth
Representative ..... Cox & Tanz

Personnel

President-Commercial Manager .....Dr. Charles K. Boyajian

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WASK

LAFAYETTE—EST. 1942

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..... WFAM, Inc.
Business Address .....Lafayette
Studio Address.....Wallace Bldg.
Transmitter Location.....No. River Road, West Lafayette
Time on the Air.....6 a.m. to 11 p.m.
News Service.....AP

Personnel

President.....O. E. Richardson
Station Manager.....J. Gibbs Spring
Sales Manager.....Vernon Boylson
Chief Announcer.....William Warren
Chief Engineer.....Russell Lewis

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WLBC

MUNCIE—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Donald A. Burton
Business Address.....P. O. Box 271
Phone Number..... 4403
Studio Address: U. S. Highway, S. E. of Muncie
Transmitter Location.....Same
Time on the Air.....5:30 a.m. to 11:30 p.m.
News Service..... UP
Transcription Service.....Standard Radio
Representative..... Forjoe & Co.

Personnel

Owner-Station Manager.....Donald A. Burton
Commercial Manager.....Wm. F. Craig
Sales Manager.....Wm. F. Craig
Chief Announcer.....Mike Modlin
Chief Engineer..... Maurice Crain

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WGRC

NEW ALBANY (LOUISVILLE, KY.) EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.. Northside Broadcasting Corp.
Business Address: Kentucky Home Life Bldg.; Louisville, Ky.
Phone ..... Wabash 3343
Studio Addresses: Kentucky Home Life Bldg., Louisville, Ky.
Transmitter Location: Silver Creek Road, near New Albany
Time on the Air.....7 a.m. to midnight
News Service.....AP; Transradio
Transcription Service..... Standard Radio; Associated Music Publishers; Lang-Worth
Representatives.....Burn-Smith Co.; Walter Biddick Co.

Personnel

President and Manager.....S. A. Cisler
Commercial Manager.....J. Porter Smith
Sales Promotion Manager.....Harry Hunter
Production Manager.....George Losey
Musical Director.....Jack Currance
Chief Engineer.....Perry Esten
Traffic-Continuity Director.....David Wilburn
News Editor.....Stanley Babington

WKBV

RICHMOND—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Knox Radio Corp.
Address.....225 N. 8th St.
Phone Number..... 1434
Transmitter Location.....North Richmond
Time on the Air.....Unlimited License
Transcription Service: Lang-Worth; Keystone Broadcasting System

Personnel

President .....William O. Knox

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WSBT

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....South Bend Tribune
Address.....225 W. Colfax Ave.
Phone Number..... 3-6161
Transmitter Location: 5 miles south of South Bend on Ironwood Road
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 11 p.m.
Newspaper Affiliation....South Bend Tribune
News Service..... UP
Transcription Service..... NBC Thesaurus; Standard Radio
Representative..... Paul H. Raymer Co.

Personnel

President .....F. A. Miller
Station Manager.....Franklin D. Schurz
Commercial Manager.....R. H. Swintz
Program Director-Chief Announcer .....Marc Boyden
Publicity Director.....Neal B. Welch
Musical Director.....Harlan Hogan
Chief Engineer.....Paul Mangus

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WBOW

TERRE HAUTE—EST. 1925

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Banks of the Wabash, Inc.
Address .....303 South Sixth Street
Phone Number.....Crawford 3394
Transmitter Location....First St. and Peyton Ave.
Time on the Air....6:45 a.m. to 12 midnight
News Service..... UP
Transcription Service.....World Broadcasting System; Langworth
Representative..... Weed & Company

Personnel

General Manager.....George M. Jackson
Sales Promotion Manager.....M. K. Barry
Program Director.....Leo Baxter
Chief Engineer.....Don Aldrich

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WAOV

VINCENNES—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By ..Vincennes Newspapers, Inc.
Studio Address.....Grand Hotel
Business Address.....320 Busseron St.
Phone Number..... 787-788
Transmitter Location: US 41, north of Vincennes (½ mile)
Time on the Air: 6 a.m. to 10 p.m.; Sundays, 8 a.m. to 10 p.m.
Newspaper Affiliation .....Vincennes Sun-Commercial
News Service..... UP
Transcription Service.....Lang-Worth, World Broadcasting System
Representative.....John E. Pearson Co.

Personnel

Vice-President-General Manager .....Howard N. Greenlee
Station Manager.....Victor H. Lund
Commercial-Sales Promotion Manager.....Richard B. Harris
Program Director-Chief Announcer.....Emmett Jackson
Publicity Director.....Victor H. Lund
Musical Director.....Mrs. J. W. Shoemaker

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WBAA

WEST LAFAYETTE—EST. 1922

Frequency: 920 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Purdue University
Address .....Hall of Music, Lafayette
Phone Number..... 6076
Transmitter Location.....6 miles south of Lafayette
Time on the Air.....10 a.m. to 10 p.m.
News Service..... AP
Transcription Service.....Standard Radio

Personnel

Business Manager.....John W. Ditamore
Program Director.....Gilbert D. Williams
Production Manager.....C. H. Wahl
Publicity Director.....Stew Wolfe
Chief Engineers....Howard Eckert, Earl Stout

IOWA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WOI

AMES—EST. 1921 (9YI)

Frequency: 640 Kc.....Power: 5000 Watts
Owned-Operated By.....Iowa State College
Address .....Service Building
Phone Number .....2500; Extension 281
Transmitter Location .....Service Building
Time on the Air..Local sunrise to local sunset
News Service.....AP
Transcription Service .....Standard Radio

Personnel

President .....Charles E. Friley
Director .....W. I. Griffith
Production Manager .....Dick Hull
Publicity Director .....R. W. Beckman
Chief Announcer.....Lee Gibson
News Editor.....Sid Stone
Musical Director .....Howard Chase
Chief Engineer .....L. L. Lewis

(Non-Commercial Station)

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KFGQ

BOONE—EST. 1927

Frequency: 1260 Kc. .....Power: 250 Watts
Owned-Operated By..Boone Biblical College
Business Address....924 West Second Street
Phone Number 1119-W
Transmitter Location.....924 West Second St.
Time on the Air.....Daytime License

Personnel

Manager..... Lois Crawford
Chief Announcer.....Anne Reiffenstein
Musical Director.....Opal Hartung
War Program Director.....Josephine Griffin
Chief Engineer.....Paul R. Huntsinger

(Non-Commercial Station)

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KBUR

BURLINGTON—EST. 1941

BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Burlington Broadcasting Co.
Address.....National Bank Bldg.
Phone Numbers.....680; 681
Transmitter Location.....National Bank Bldg.
Time on the Air: 6:30 a.m. to 11 p.m.; Sunday, 8 a.m. to 11 p.m.
Newspaper Affiliation....Burlington Hawkeye Gazette
News Service.....UP
Transcription Service.....Standard Radio
Representative.....William G. Rambeau Co.

Personnel

President-General Manager..G. B. McDermott
Program-Musical Director.....Mary Mangold
War Program Director.....Layton Hurst
Publicity Director.....Mary Weaver
Chief Announcer.....Boise Butterfield
Chief Engineer.....Kirby Smith

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WMT

CEDAR RAPIDS, WATERLOO—EST. 1922

CBS
THE COWLES GROUP

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....Iowa Broadcasting Company
Addresses: Paramount Bldg., Cedar Rapids; Russell Lamson Hotel, Waterloo
Phone Numbers: 6127 (Cedar Rapids); 3618 (Waterloo)
Transmitter Location.....Marion, Iowa
Time on the Air: 5:30 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation....Des Moines Register and Tribune
News Services.....AP; UP
Transcription Service: Davis & Schwegler; Lang-Worth; World Broadcasting System; BMI
Representative .....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
V.-P. and General Manager....S. D. Quarton
Commercial Manager,
W. B. Quarton (Cedar Rapids)
Don Inman (Waterloo)
Merchandising Manager.....Leo F. Cole
Program Director.....Douglas B. Grant
Production Manager-Chief Announcer .....Benne Alter
Farm Editor.....Archie E. Stockwell
Production Manager (Waterloo)
Howard Roberts
Publicity Director.....L. Von Linder
Musical Director.....Maureen Canavan
Chief Engineer.....Charles F. Quentin

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KROS

CLINTON—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Clinton Broadcasting Corp.
Business Address.....Jacobsen Bldg.
Phone Number 448
Studio Address.....Jacobsen Bldg.
Transmitter Location.....Jacobsen Bldg.
Time on the Air.....Unlimited License
News Service..... UP
Transcription Service.....Standard Radio
Representative.....Spot Sales, Inc.

Personnel

Principal Owner.....W. S. Jacobsen
General Manager.....Morgan Sexton
Program Director.....Jack Hubbard
War Program Director.....Lucille DeLeers
Musical Director.....Margery Meinert
Chief Engineer.....Gilbert Andrew

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WOC

DAVENPORT—EST. 1921

BLUE NETWORK

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Tri-City Broadcasting Company
Address..... 1000 Brady Street
Phone Number..... 2-3521
Transmitter Location.....1000 Brady Street
Time on the Air: 18 hours daily; 16 hours (Sunday)
News Service ..... UP
Transcription Service.....NBC Thesaurus
Representative.....Free & Peters, Inc.

Personnel

President .....Col. B. J. Palmer
General Manager.....J. Buryl Lottridge
Commercial Manager.....L. O. Fitzgibbons
Program Director.....Mark Russell
Production Manager.....Jack Paulsen
Chief Engineer.....Ray Stauffer

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KWLC

DECORAH—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Luther College
Business Address...600 Leiv Eiriksson Drive
Phone Number..... 690
Studio Address.....C. K. Preus Gymnasium
Transmitter Location..C. K. Preus Gymnasium
Time on the Air.....7:30 a.m. to local sunset

Personnel

President.....Dr. O. J. H. Preus
Station Manager.....Kenneth L. Berger
Publicity Director.....M. Lore
Musical Director.....Donald Gjerdrum
Chief Engineer.....O. M. Eittrim

(Non-Commercial Station)

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KRNT

DES MOINES—EST. 1935

CBS—THE COWLES STATIONS

Frequency: 1350 Kc. .....Power: 5000 Watts
Owned-Operated By.....Iowa Broadcasting Company
Address.....715 Locust St.
Phone Number..... 3-2111
Transmitter Location.....S. E. 22nd & Park Ave.
Time on the Air: 5:30 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
Newspaper Affiliation..Des Moines Register and Tribune
News Service .....AP; UP
Transcription Service.....Standard Radio, Lang-Worth
Representative .....The Katz Agency

Personnel

President .....Gardner Cowles, Jr.
Station Manager.....Craig Lawrence
Program Director .....Ed Linehan
Sales Promotion Manager.....John Drake
Publicity Director .....Mary Little
Chief Engineer.....Paul Huntsinger

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KSO

DES MOINES—EST. 1921

BLUE NETWORK—MBS—
THE COWLES STATIONS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Iowa Broadcasting Company
Address.....715 Locust Street
Phone Number..... 3-2111
Transmitter Location.....S.E. 22nd & Park Avenue
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
Newspaper Affiliation..Des Moines Register and Tribune
News Service.....AP; UP
Transcription Service.....Standard Radio; Lang-Worth
Representative.....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
Station Manager.....Craig Lawrence
Program Director.....Ed Linehan
Sales Promotion Manager.....John Drake
Publicity Director.....Mary Little
Chief Engineer.....Paul Huntsinger

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WHO

DES MOINES—EST. 1924

NBC—CORN BELT WIRELESS

Frequency: 1040 Kc.....Power: 50000 Watts
Owned-Operated By..Central Broadcasting Co.
Business Address.....914 Walnut St.
Phone Number.....3-7147
Studio Addresses.....914 Walnut St.; Shrine Auditorium
Transmitter Location.....Mitchellville, Iowa
Time on the Air: 5 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Services.....INS; UP
Transcription Services....NBC Thesaurus; BMI
Representative.....Free & Peters, Inc.

Personnel

President.....B. J. Palmer
V-P & Station Manager.....J. O. Maland
Sales Manager.....Hale Bondurant
Merchandising Director.....Harold Fulton

Publicity Director.....Woody Woods
Program Director.....Harold Fair
Continuity Director.....Mary Nolan
Public Relations Director.....Ralph Evans
Musical Director.....Don Hovey
Technical Director.....Paul A. Loyet

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KDTH

DUBUQUE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1370 Kc.....Power: 1000 Watts
Owned By.....Telegraph-Herald
Operated By.....Fred Woodward
Address.....8th and Bluff
Phone Number.....1603
Transmitter Location.....East Dubuque, Ill.
Time on the Air.....Unlimited license
Newspaper Affiliation.....Telegraph-Herald
News Service.....AP
Transcription Services.....Langworth; Standard Radio
Representative.....John Pearson

Personnel

President.....Fred Woodward
Station Manager.....K. S. Gordon
Commercial Manager.....W. J. Binkley
Program Director.....Paul Skinner
Chief Engineer.....Stan Beck

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WKBB

DUBUQUE—EST. 1933

BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Sanders Bros. Radio Station
Address.....Hotel Julien
Phone Number.....572
Transmitter Location...R. R. No.2, Dubuque, Iowa
Time on the Air.....6:30 a.m. to 12 Midnight; Sundays, 8 a.m. to 12 Midnight
News Service.....INS
Transcription Service.....Associated Music Publishers
Representative.....Spot Sales, Inc.

Personnel

President.....Walter E. Klauer
Station Manager.....James D. Carpenter
Program Director.....Gleason E. Kistler
Publicity Director-Chief Announcer, L. Vaughn Gayman
Chief Engineer.....Leonard Carlson

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KVFD

FORT DODGE—EST. 1939

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northwest Broadcasting Co.
Address.....912 First Ave. South; Warden Bldg.
Phone Number.....Walnut 3761
Transmitter Location.....Fort Dodge RFD
Time on the Air.....6 a.m. to Midnight
News Service.....UP
Representative.....Burn-Smith Co.

Personnel

President-General Manager.....Edward Breen
Program Director.....Dick Gifford
Chief Announcer.....Glenn Goodwin
Chief Engineer.....Dave Sinclair

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WSUI

IOWA CITY—EST. 1919

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By..The State University of Iowa
Address.....Radio Bldg.
Phone Number.....2111-237
Transmitter Location.....Two miles west of Iowa City
Time on the Air.....8 a.m. to 10 p.m.
News Service.....AP

Personnel

Station Director.....Carl H. Menzer
Program Director.....Pearl B. Broxam
Chief Engineer.....S. J. Ebert

(Non-Commercial Station)

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KFJB

MARSHALLTOWN—EST. 1923

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Marshall Electric Company
Address.....1603 West Main Street
Phone Number.....3361
Transmitter Location: 2 miles northwest of Marshalltown
Time on the Air: 6 a.m. to 10 p.m.; Sundays, 11 a.m. to 7:00 p.m.
News Service.....UP
Transcription Service.....C. P. MacGregor; Lang-Worth
Representative.....The Walker Company

Personnel

President and Station Manager....Earl Peak
Commercial Manager.....E. W. Thompson
Program Director.....O. L. Russell
Chief Engineer.....Alfred Urbashich

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KGLO

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power: 5000 Watts (C.P. 5000 Watts)
Owned-Operated By.... Mason City Globe Gazette Co.

Address.....200 North Federal Avenue
Phone Number 2800
Transmitter Location.....Highway 18, west of Mason City
Time on the Air.....6 a.m. to 12 p.m.
Newspaper Affiliation....Mason City Globe Gazette
News Service..... AP; UP
Transcription Service.....NBC Thesaurus; Lang-Worth
Representative ..... Weed & Co.

Personnel

Station Manager.....F. C. Eighmey
Commercial Manager.....Herbert Ohrt
Assistant Manager.....Leo Born
Program Director.....Merritt Milligan
Publicity Director.....Wade Patterson
Chief Engineer.....Roger Sawyer

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KBIZ

OTTUMWA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....J. D. Falvey
Address.....117 E. Main St.
Phone Number.....5600
Transmitter Location.....Community Gardens
Time on the Air.....6 a.m. to 11 pm.; Sunday, 8 a.m. to 11 p.m.
News Service.....UP
Transcription Services.....Standard Radio

Personnel

Station Manager.....J. D. "Jack" Falvey
Commercial-Sales Promotion Manager, Em Owen
Program Director-Production Manager Harry Colman
Musical Director.....John Elliott
Chief Engineer.....August P. Wendt

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KFNF

SHENANDOAH—EST. 1926

Frequency: 920 Kc.....Power: 1000 d., 250 n.
Owned-Operated By.....KFNF, Inc.
Address.....407 Sycamore St.
Phone Number.....1 PBX
Transmitter Location.....407 Sycamore St.
Time on the Air: 6 a.m. to 3 p.m. and 6 p.m. to 10 p.m.
News Service.....INS
Transcription Service.....Standard Radio
Representative.....Howard H. Wilson Co.

Personnel

President.....Henry Field
Station Manager.....T. F. Stubbs
General Manager.....John Nicholson
Production Manager.....Al Staas
Musical Director.....Perry Douthit
Chief Engineer.....Earl Blakesley

KMA

SHENANDOAH—EST. 1925

BLUE NETWORK—MUTUAL

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By....May Broadcasting Co.
Address.....Lowell and Elm Streets
Phone Number.....192
Transmitter Location.....Route 48
Time on the Air.....Unlimited license
News Service.....UP
Transcription Service.....Langworth
Representative.....Free & Peters, Inc.

Personnel

President.....Earl E. May
Station & Commercial Mgr.....J. (Cy.) Rapp
Sales Manager.....A. W. Ramsay
Program Director..... Paul Brawner
Continuity Director.....Doris Murphy
Traffic Manager.....Evalyn Saner
Musical Director.....Mabel McFarland
Chief Announcer.....Russ Davis
War Program Director.....Owen Saddler
Chief Engineer.....Ray Schroeder

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KSCJ

SIOUX CITY—EST. 1927

BLUE NETWORK

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Perkins Bros. Co.
Address.....415 Douglas Street
Phone Number.....5-7993
Transmitter Location...5500 Floyd River Road
Time on the Air.....6 a.m. to 12 midnight
News Service..... AP
Transcription Service.....C. P. MacGregor
Representative.....Geo. P. Hollingbery Co.

Personnel

President .....William H. Sammons
Station Manager.....Eugene T. Flaherty
Program Director.....Larry Coke
Chief Announcer.....Larry Coke
Director of Education....Elizabeth Sammons
Musical Director.....Miriam Corkhill
Chief Engineer.....Alvin H. Smith

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KTRI

SIOUX CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Sioux City Broadcasting Company
Business Address.....Commerce Building
Phone Number.....8-0165
Transmitter Location.....Commerce Building
Time on the Air.....Unlimited License
Newspaper Affiliation.....Sioux City Tribune
News Service.....UP
Transcription Service...Associated Music Publishers
Representative.....Burn-Smith Co.

Personnel

President.....Eugene Kelly
General Manager.....Dietrich Dirks
Commerical Manager.....Ray Jensen
Program Director-Chief Announcer..Al Triggs
Production Manager.....Andrew Bogue
Publicity Director.....Bud LaGrave
Musical Director.....Bernie Mahr
Chief Engineer.....Earl Huss

KICD

SPENCER—EST. 1942

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Iowa Great Lakes Broadcasting Co.
Address ..... Spencer
Phone Number 45
Transmitter Location ..... Spencer
Time on the Air.....6 a.m. to 12 p.m.
News Service.....PA
Transcription Service.....Lang-Worth
National Representative.....Hal Holman

Personnel

Station Manager.....Lawrence W. Andrews
Commercial Manager.....Lyle W. Nolan
Production Manager.....Leo G. Rasmussen
Chief Engineer.....Hewitt D. Grotewohl

KXEL

WATERLOO—EST. 1942

BLUE NETWORK

Frequency: 1540 Kc.....Power: 50000 Watts
Owned-Operated By.....Josh Higgins Broadcasting Co.
Address .....Insurance Bldg.
Phone Number.....3371
Transmitter Location.....Dysart
Time on the Air.....6 a.m. to midnight
News Service.....AP
Transcription Service.....Standard
National Representative.....John Blair & Co.

Personnel

President-General Manager.....Joe Du Mond
Commercial Manager.....A. J. Du Mond
Program Director.....L. D. Barnhart
Studio Supervisor.....Joe Rockhold
Farm Editor.....Hugh Muncy
News Editor.....George Cremeens
Continuity .....Don Moore
Musical Director.....Les Hartman
Chief Engineer.....Don Kassner

KANSAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KVAK

ATCHISON—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
Owned By.....Latenser Broadcasting Co.
Operated By.....Paul Roscoe
Address.....622 Commercial Street
Phone Number..... 1420
Transmitter Location.....Winthrop
Time on the Air.....7 a.m. to 10 p.m.
News Service.....UP
Transcription Service.....Keystone Broadcasting System

Personnel

President.....J. L. Tennant
Sales Promotion-Station Manager..Paul Roscoe
Commercial Manager.....Bill Peltzer
Program Director .....Frank Wiziarde
War Production Director.....Dottie Taylor
Production Manager.....Jerry Gilman
Artists Bureau.....Virginia Blair
Chief Engineer.....Charles Giles

KGGF

COFFEYVILLE—EST. 1930

THE BLUE NETWORK

Frequency: 690 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Hugh J. Powell
Address.....8th and Elm
Phone Number.....147
Transmitter Location.....South Coffeyville
Newspaper Affiliation.....Coffeyville Journal
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....John E. Pearson Co.

Personnel

Owner.....Hugh J. Powell
General Manager.....Melvin Drake
Program Director-Chief Announcer, Dick Campbell
Production Manager-Musical Director, Ozzie Osborne
Publicity Director.....Anna Marie McGrath
Chief Engineer.....J. S. Jaminet

KGNO

DODGE CITY—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1370 Kc.....Power: 1000 d., 250 n.
Owned-Operated By.....Dodge City Broadcasting Co.
Address.....Globe Bldg.
Phone Number.....1340
Transmitter Location.....West Park St.
Time on the Air.....8 a.m. to 8 p.m.

Newspaper Affiliation.Dodge City Daily Globe
News Service.....AP
Transcription Service.....Standard Radio
Representative.....Arthur H. Hagg and Associates

Personnel

President.....J. C. Denious
Business Manager.....N. C. Petersen
Commercial Manager.....Betty Denious
Program Director.....Herschell Holland
Chief Announcers.....Dick Hamilton, Bruce Deck
Chief Engineer.....Ralph Hickman

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KTSW

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Emporia Broadcasting Co.
Address.....613 Merchant St.
Phone Number.....153, 154
Transmitter Location.....South Emporia
Time on the Air: 6:28 a.m. to 12:13 a.m.; Sunday, 7:28 a.m. to 12:03 a.m.
News Service.....INS
Representative.....Sears & Ayer

Personnel

President.....S. B. Warren
Station Manager.....J. Nelson Rupard
Sales Promotion Manager....Burton Harrison
Program Director.....Miriam Porter
Production Manager.....Larry Cotton
Chief Announcer.....Duane Tucker
Chief Engineer.....Harold E. Davis

•

KIUL

GARDEN CITY—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
Owned By....Garden City Broadcasting Co.
Operated By.....F. D. Conard
Business Address.....404 N. Main
Phone Number.....666
Studio Address..404 N. Main, Warner Terrace
Transmitter Location.....Warner Terrace
Time on the Air.....7 a.m. to 7 p.m.
News Service.....UP
Transcription Service.....C. P. McGregor, Keystone Broadcasting System

Personnel

President.....F. D. Conard
Station Manager.....Al Pyatt
Program Director-Chief Announcer..Loyd Evans
Chief Engineer.....Henry McClintock

KVGB

GREAT BEND—EST. 1937

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....H. T. Townsley
Address.....2103 Forest Ave.
Phone Number.....1080, 1081
Transmitter Location.....South Great Bend
Time on the Air.....Unlimited
News Service.....AP; UP
Transcription Service.....Lang-Worth

Personnel

Owner.....H. T. Townsley
General Manager.....Clem Morgan
Program Director.....Ray Beals
Chief Engineer.....Leo Legleiter

•

KWBW

HUTCHINSON—EST. 1935

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....The Nation's Center Broadcasting Co.
Address .....101 East Avenue A
Phone Number 5202
Transmitter Location .....Hutchinson
Time on the Air.....6:45 a.m. to 11:05 p.m.
News Service.....UP
Transcription Service .....Standard Radio; Lang-Worth

Personnel

President .....William Wyse
Commercial Manager .....Vernon Minor
Program Director.....Herbert Clark
Chief Engineer.....Millard Clary

•

KCKN

KANSAS CITY—EST. 1925 (as WLBF) 1936 (as KCKN)

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The KCKN Broadcasting Company
Address.....901 North 8th St.
Phone Number.....Drexel 4300
Transmitter Location.....901 North 8th St.
Time on the Air.....7 a.m. to 10 p.m.
Newspaper Affiliation.The Kansas City Kansan
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Capper Publications

Personnel

President.....W. A. Bailey
Vice-President-General Manager, Ellis Atteberry
Sales Promotion Manager.....Bette Averill
Program Director.....Al Christy
Publicity Director.....Doris Bales
Chief Announcer.....George Stump

This is WIBW

"This is WIBW", says the head of a well-known agency who sent us this picture. "To me", he continues, "it typifies the friendly understanding that exists between you and your listeners.

"I used to be amazed at this relationship—the instant, whole-hearted response of your listeners. Then I visited WIBW and it was no longer a mystery.

"Throughout your entire organization, I **felt** the sincerity of your efforts to be a good neighbor . . . to render a real service . . . to make lasting friends throughout six states.

"And you **are** their friends. Sitting in homes hundreds of miles from Topeka, we tuned in your sharp, easily-heard 580 kc signal. I heard these every-day folks call each announcer and entertainer by his first name. I watched them accept sales messages as the personal recommendation of one friend to another.

"No wonder WIBW gets such consistent results for its advertisers. You have built an enviable personal relationship that makes you a part of the daily life of your listeners. Never let it escape."

We won't—WIBW.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

Director of Continuity.....Icie Johnson
War Program Director.....Ellis Atteberry
Musical Director.....Ruth Royal
Chief Engineer.....Bernard Maltby

•

KFKU

LAWRENCE—EST. 1924

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....University of Kansas
Address ..... Lawrence
Transmitter Location .....Tonganoxie, Kans.
Time on the Air.....Shares time with WREN

Personnel

Director .....Harold G. Ingham
(Non-Commercial Station)

•

WREN

LAWRENCE—EST. 1926

BLUE NETWORK

Frequency: 1250 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....WREN Broadcasting Co. Inc.
Address.....WREN Bldg.
Phone Number.....110
Transmitter Location.....Tonganoxie, Kansas
Time on the Air.....17 hours daily
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Geo. P. Hollingbery Co.

Personnel

General Manager.....Verl Bratton
Sales Promotion-Program Director
Will Yearout
Chief Announcer.....Millard Ireland
Chief Engineer.....Carl Bliesner

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KSAC

MANHATTAN—EST. 1924

Frequency: 580 Kc.....Power: 1000 d., 500 n.
Owned-Operated By.....Kansas State College of Agriculture and Applied Science
Address.....College Campus
Phone Number.....Office, 2236; Station, 3395
Transmitter Location.....College Campus
Time on the Air.....Shares time

Personnel

President.....F. D. Farrell
Station Manager.....H. Umberger
Program Director.....L. L. Longsdorf
Production Manager-Publicity Director,
Lowell Treaster
Musical Director.....William Lindquist
Chief Engineer.....R. C. Dennison
(Non-Commercial Station)

KOAM

PITTSBURG—EST. 1937

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 810 Kc.....Power: 1000 Watts
Owned-Operated By.....The Pittsburg Broadcasting Company, Inc.
Address.....Commerce Building
Phone Number.....2165
Transmitter Location.....Pittsburg, Kans.
Time on the Air.....Daytime License
News Service.....INS
Transcription Service.....World Broadcasting System
Representative.....The Walker Company

Personnel

President.....E. Victor Baxter
Station Manager.....R. E. Wade
Sales and Promotion Manager.Marcell Stewart
Publicity Director.....Don Taylor
Program Director.....Ralph E. Wade
Chief Announcer.....Lou Martin
Musical Director.....Leota Taylor
Chief Engineer.....W. L. Brown

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KSAL

SALINA—EST. 1937

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By.....KSAL, Inc.
Address.....201 West Iron
Phone Number.....100, 101, and 423
Transmitter Location.....West State St.
Time on the Air: 6 a.m. to 12 midnight (125 hours weekly)
Newspaper Affiliation.....Salina Journal
News Service.....AP
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative.....John E. Pearson Co.

Personnel

President.....R. J. Laubengayer
Station Manager.....Owen Balch
Program Director.....R. C. Atherton
Musical Director.....Al Thompson
Chief Engineer.....N. E. Vance, Jr.

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WIBW

TOPEKA—EST. 1924

COLUMBIA BROADCASTING SYSTEM

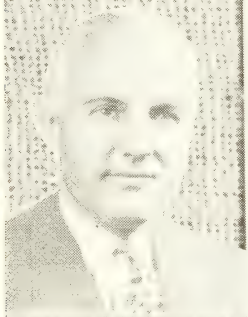
Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Capper Publications, Inc.
Business Address.....Box 119
Phone 3-2377
Studio Address.....1035 Topeka Blvd.
Transmitter Location....Seven miles west of Topeka

KFBI 1070 KILOCYCLES

★ *The Influential Wichita Station*

Influential because KFBI was the first station in the state, is Kansas' only 24-hour voice, and reaches farther from Wichita with the most favorable wave length. Influential too, because of programming custom-tailored to sectional likes—combining Blue and Mutual selections with more news, more sports, more live talent, more hill-billy. Four experienced merchandising representatives complete the KFBI cycle of influence.

Select the influential station of this market long recognized for a well-balanced, stable economy, based on oil, agriculture and industry. *Now with spectacularly accelerated buying power!*



RAY LINTON
GENERAL MANAGER

RALPH VARNUM
ASSISTANT MANAGER and MERCHANDISING DIRECTOR

TED JOHNSON
PROGRAM DIRECTOR

REPRESENTED NATIONALLY BY HOWARD H. WILSON CO.

Time on the Air: 5 a.m. to midnight (with 3½ hrs. allowed to KSAC) and Sundays, 6:00 a.m. to 12 midnight
Newspaper Affiliation....Capper Publications, Inc.
News Service.....UP, AP
Transcription Service.....Standard Radio, Lang-Worth
Representative.....Capper Publications, Inc.

Personnel

General Manager.....Ben Ludy
Publicity Director.....Charles Hill
Artists' Bureau Head.....Maudie Shreffler
War Program Director.....Kathryn Young
Chief Engineer.....Karl Troeglen

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KANS

WICHITA—EST. 1936
NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....The KANS Broadcasting Co.
Address ..... Hotel Lassen
Phone Number 4-2387
Transmitter Location .....Wichita
Time on the Air.....6:30 a.m. to midnight
Transcription Service .....NBC Thesaurus; Standard Radio
Representative .....Headley-Reed Co.

Personnel

President .....Herb Hollister
General Manager .....Jack Todd
Program Director.....Grenville Darling
Musical Director.....Raymond Shelley
Supervising Engineer.....Carl Hall

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KFBI

WICHITA—EST. 1923
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Farmers and Bankers Broadcasting Corporation
Address.....First and Market Sts.
Phone Number.....2-1447
Transmitter Location.....42nd and Broadway
Time on the Air.....24 hours daily
News Service.....INS
Transcription Service.....Standard Radio
Representative...Howard H. Wilson Company

Personnel

President.....H. K. Lindsley
General Manager.....Ray Linton
Program Director.....Ted Johnson
Sales Promotion Manager.....Ralph Varnum
Musical Director.....Zeke Williams
Publicity Director.....R. L. Mc Elhiney
Technical Director.....K. W. Pyle

KFH

WICHITA—EST. 1925
COLUMBIA BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By.....The Radio Station KFH Company, Inc.
Address.....York Rite Building
Phone Number.....2-4491
Transmitter Location.....RFD No. 3, Wichita, Kansas
Time on the Air.....5:30 a.m. to 12 midnight
Newspaper Affiliation.....Wichita Eagle
News Service.....AP-PA
Transcription Service.....Lang-Worth
Representative.....Edward Petry & Company

Personnel

Vice-President-General Mgr....M. M. Murdock
Business Manager.....P. S. Clark
National Sales & Promotion Manager, Clark A. Luther
Program Director.....Vernon E. Reed
Chief Announcer.....Eddy McKean
Traffic Manager.....Leila Hull
Accountant.....Winnifred Walker
Musical Director.....Guy Snyder
Chief Engineer.....Amos C. Dadisman

PA WAS
TWO YEARS
AHEAD
with the first, regular 24-hour radio news wire.

★

WHAS

LOUISVILLE

50,000

WATTS • 840 KC

BASIC CBS

REPRESENTED BY

EDW. PETRY & CO. INC.

★

KENTUCKY

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WCMI

ASHLAND—EST. 1935

MUTUAL—SOUTHERN NETWORK
BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Ashland Broadcasting Company
Addresses.....WCMI Bldg., Ashland, Ky.; Radio Center, Huntington, W. Va.; First Nat'l Bank Building, Ironton, Ohio
Phone Number.....3010 (Ashland), 28358 (Huntington), 678 (Ironton)
Transmitter Location.....48th St. and Ohio River, Ashland, Ky.
Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affilation.....Ashland Daily Independent
News Service.....UP
Transcription Service.....Standard Radio
Representative.....John H. Perry Associates

Personnel

President.....Gilmore Nunn
Treasurer and General Manager Warren G. Davis
Commercial Manager (Ashland)....A. E. Tyler
Commercial Manager (Huntington) L. D. Newman
Program-Publicity Director.....Dallas Wyant
Production Manager and Chief Announcer John Wymer
Chief Engineer.....Clarence Weaver

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WLBJ

BOWLING GREEN—EST. 1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Bowling Green Broadcasting Co.
Address .....801 Fairview Ave.
Phone Number 1340 1
Transmitter Location .....801 Fairview Ave.
Time on the Air.....Unlimited license
Transcription Service.....Standard Radio

Personnel

President-General Manager..Rayburn R. Rose

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WHLN

HARLEN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power 250 Watts
Owned-Operated By.....Blanfox Radio Company, Incorporated
Address.....South Main St.
Phone Number.....625
Time on the Air.....6:30 a.m. to 9 p.m.; Sunday, 7 a.m. to 10 p.m.
News Service.....UP
Transcription Service..Lang-Worth, Standard, World Broadcasting System, Keystone

Personnel

President-General Manager.....R. B. Helms
Commercial Manager.....Eddie Whikehart
Program Director-Chief Announcer, Vernon Nunn
Musical Director.....Freida Whikehart
Chief Engineer.....Max Cockley

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WSON

HENDERSON—EST. 1941

Frequency: 860 Kc.....Power: 250 Watts
Owned-Operated By.....Paducah Broadcasting Co.
Address.....Zion Road, R No. 3
Phone Number.....3923
Transmitter Location .....Southeast of Henderson
Time on the Air.....Local sunup to local sundown
News Service.....UP
Transcription Service....NBC Thesaurus, C. P. MacGregor, Associated Music
Representative .....Sears & Ayer, Inc.

Personnel

President-General Manager..Pierce E. Lackey
Station Manager.....Hecht S. Lackey
Program Director.....Freda Lemon
Chief Announcer.....Marvin Walker, Jr.
Chief Engineer.....Edwin L. Robb

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WHOP

HOPKINSVILLE—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Pducah Broadcasting Co.
Business Address.....Garnett Bldg.
Phone Number.....1025, 1026
Studio Address.....Route 68 (1½ miles northwest of Hopkinsville and Garnett Bldg.
Transmitter Location.....Cadil Pike
Time on the Air.....6 a.m. to 9:30 p.m.
News Service.....UP
Transcription Service.....World Broadcasting System, Associated Music Publishers, C. P. MacGregor
Representative.....Sears & Ayer

Personnel

President.....Pierce E. Lackey
General Manager.....F. Ernest Lackey
Program-Musical Director.....Bonnie Bessire
Chief Engineer.....Lynton R. Lemond

WLAP

LEXINGTON—EST. 1934

MUTUAL—SOUTHERN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...American Broadcasting Corp. of Kentucky
Address....Radio Bldg., Walnut and Short Sts.
Phone Number.....1721
Transmitter Location.....Mason-Headley Road
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:45 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard Radio
Representative.....John H. Perry Associates

Personnel

President-General Mgr.....Gilmore N. Nunn
Vice-President.....J. Lindsay Nunn
Station Director.....Ted Grizzard
Commercial Manager.....Ed Willis
Program Director.....Lowry Kohler
War Program Director.....Phil Sutterfield
Musical Director.....Eddie Harrison
Chief Engineer.....Sanford Holt

WAVE

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Incorporated
Address.....334 E. Broadway
Phone Number.....Wabash 6543
Transmitter Location.....Hamburg Pike, Jeffersonville, Ind.
Time on the Air.....6 a.m. to 12 midnight
News Service.....INS
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative.....Free & Peters, Inc.

Personnel

President.....Major Geo. W. Norton, Jr.
Station Manager.....Nathan Lord
Commercial Manager.....James F. Cox
Program Director.....George Patterson
Chief Announcer.....H. Burt Blackwell
Musical Director.....Earle Keller
Chief Engineer.....Wilbur E. Hudson

WHAS

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 840 Kc.....Power: 50000 Watts
Owned-Operated By.....Courier-Journal and Louisville Times Company
Address.....300 West Liberty St.
Phone Number.....Wabash 2211
Transmitter Location...R. R. No. 2, Anchorage, Kentucky
Time on the Air.....24 Hours Daily
Newspaper Affiliation....Courier-Journal and Louisville Times
News Service.....AP, UP
Transcription Service.....Associated Music Publishers, Lang-Worth, Standard
Representative.....Edward Petry & Company

Personnel

Owner.....Barry Bingham
Executive Manager.....W. Lee Coulson
Commercial Manager.....Joe Eaton
Program Manager.....Robert L. Kennett
Sales Promotion Manager.....Neil D. Cline
Production Manager.....T. Dudley Musson
Office Manager.....J. H. Callaway
Agricultural Coordinator.....John Merrifield
Musical Director.....Robert Hutsell
Chief Engineer.....D. C. Summerford

WINK*

LOUISVILLE—EST. 1942

Frequency: 1080 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Mid-America Broadcasting Corp.
Address .....Louisville
Time on the Air.....Unlimited license

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* Station had a construction permit at time of going to press and no further information was available.

WINN

LOUISVILLE—EST. 1940

BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Kentucky Broadcasting Corp.
Address.....10th Floor Tyler Hotel, 3rd and Jefferson Sts.
Phone Number.....Wabash 4126, 4127
Transmitter Location.....On top Tyler Hotel
Time on the Air.....6 a.m. to 12 midnight; Sunday, 8 a.m. to midnight
News Service.....PA; Transradio
Transcription Service.....C. P. MacGregor
Representative.....Spot Sales, Inc.

Personnel

President.....D. E. Kendrick
Station Manager.....L. L. Jaquier
Commercial Manager.....G. F. Bauer
Program Director.....M. K. McCarten
Publicity Director.....Charles Pettinger
Chief Announcer.....Jack Lee Alexander
Musical Director.....Stuart Brooks
Chief Engineer.....Wayne J. Hatchett

WOMI

OWENSBORO—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Owensboro Broadcasting Co.
Address .....Owensboro

Phone Number.....420, 421
Transmitter Location.....Owensboro
Time on the Air.....7 a.m. to 10:35 p.m.
News Service.....AP
Transcription Service.....Standard Radio; Keystone Broadcasting System

Personnel

President.....Lawrence W. Hager
General Manager.....Hugh O. Potter
Commercial-Sales Promotion Director, Malcolm Greep
Program Director.....Cliffordean Potter
Chief Engineer.....Leslie Goodaker

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WPAD

PADUCAH—EST. 1930

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Paducah Broadcasting Co.
Business Address.....Taylor Bldg., 4th and Broadway
Phone Number.....4100
Studio Address.....Taylor Bldg.
Transmitter Location.....9th and Terrell
Time on the Air.....6 a.m. to 11:30 p.m.
News Service.....UP
Transcription Service.....Associated Music Publishers, World Broadcasting System, C. P. MacGregor
Representative.....Sears & Ayer

Personnel

President & General Mgr.....Pierce E. Lackey
Sales Manager.....Prewitt Lackey
Program Director-Chief Announcer..Gene Peak
Chief Engineer.....James Grant

LOUISIANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KALB

ALEXANDRIA—EST. 1935

BLUE NETWORK
LOUISIANA NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Alexandria Broadcasting Co., Inc.
Address.....505 Johnston St.
Phone Number.....3335
Transmitter Location.....Upper Fourth St.
Time on the Air.....6:30 a.m. to 10:30 p.m.
News Service.....INS
Transcription Service.....Standard Radio

Personnel

President.....Walter H. Allen
Station Manager.....W. J. Dickerson
Sales Manager.....Edgar Cappellini
Sales Promotion Manager.....Joe Smith
Program Director.....Byron Dowty
Musical Director.....Doris Gates
Chief Engineer.....Jesse R. Sexton

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WJBO

BATON ROUGE—EST. 1934

BLUE NETWORK

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....Baton Rouge Broadcasting Co., Inc.
Address.....444 Florida St.
Phone Number.....5271-2
Transmitter Location.....Roosevelt Road
Time on the Air.....Unlimited license
Newspaper Affiliation.....Baton Rouge State-Times, Baton Rouge Morning Advocate
Transcription Service.....World Broadcasting System
Representative..Geo. P. Hollingbery Company

Personnel

President.....Chas. P. Manship, Jr.
Vice-Pres. & Gen. Mgr....H. Vernon Anderson

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KVOL

LAFAYETTE—EST. 1935

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Evangeline Broadcasting Company, Inc.
Business Address.....300 Jeerson St.
Phone Number.....336, 1280, 2062
Studio Address.....Jefferson St., Evangeline Hotel
Transmitter Location.....Scott Road
Time on the Air: 7 a.m. till 10 p.m. (87 hours weekly)
Newspaper Affiliation....Lafayette Advertiser Gazette
News Service.....UP
Transcription Service.....Standard Radio

Personnel

President.....Morgan Murphy
Station Manager.....Geo. H. Thomas
Commercial Manager.....R. A. Escudier
Program Director-Chief Announcer Allison J. Therist
Publicity Director.....Lela A. Turner
Chief Engineer.....Hillman Bailey

KPLC

LAKE CHARLES—EST. 1935

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Calcasieu Broadcasting Co.
Address.....Majestic Hotel
Phone Number.....2713, 2714
Transmitter Location.....La Grange St.
Time on the Air.....Unlimited license

Personnel

President.....T. B. Lanford

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KMLB

MONROE—EST. 1930

BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Liner's Broadcasting Station, Inc.
Address.....Frances Hotel
Phone Number.....4321
Transmitter Location.....Millhaven Rd.
Time on the Air.....Unlimited license
Transcription Service.....Standard Radio, Lang-Worth

Personnel

President-General Manager.....J. C. Liner, Jr.

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WDSU

NEW ORLEANS—EST. 1923

BLUE NETWORK

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....WDSU, Inc.
Address.....Hotel Monteleone
Phone Number.....Raymond 7135
Transmitter Location.....Gretna, Ill.
Time on the Air.....7 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service.....UP; INS
Transcription Service.....C. P. MacGregor
Representative..... Weed & Co.

Personnel

President.....Joseph H. Uhalt
General Manager.....P. K. Ewing
Sales Promotion Manager.....R. R. Hargis
Program Director.....Stanley Holiday
Production Manager.....S. R. Rosenbaum
Musical Director.....E. Meloche
Chief Engineer.....C. L. Whitney

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WJBW

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Charles C. Carlson
Address.....540 Audubon Building
Phone Number.....Raymond 5060
Transmitter Location.....3617 Bruxelle St.
Time on the Air.....Unlimited license
Transcription Service.....C. P. MacGregor

Personnel

President-General Mgr.....Charles C. Carlson

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WNOE

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....WNOE, Inc.
Address.....St. Charles Hotel, 211 St. Charles St.
Phone Number.....Raymond 0423
Transmitter Location.....3915 Euphrosine St.
Time on the Air.....24 hours daily
News Service.....AP, UP
Transcription Service.....Standard Radio

Personnel

President.....James A. Noe
Vice-President-General Mgr....James Gordon
Program Director.....Beverly Brown
Production Manager.....Beverly Brown
Chief Engineer.....Ellis Trepeginer

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WSMB

NEW ORLEANS—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....WSMB, Inc.
Address.....Maison Blanche Bldg.
Phone Number.....MA 5920
Transmitter Location.....Algiers, La.
Time on the Air.....Unlimited license
Transcription Service.....NBC Thesaurus; Lang-Worth
Representative.....Edward Petry & Co.

Personnel

President.....E. V. Richards
General Manager.....H. Wheelahan

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WWL

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 50000 Watts
Owned-Operated By.....Loyola University
Address.....Roosevelt Hotel
Phone Number.....Raymond 2194-5-6-7
Transmitter Location.....Kenner, La.
Time on the Air.....5 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard Radio
Representative.....The Katz Agency

Personnel

General Manger.....W. H. Summerville
Commercial Manager.....Larry Baird
Merchandising Manager.....A. M. Roberts
Program Director.....Edward Hoerner
Production Manager.....Jack Simpson
Publicity Director.....Paul Ott
Musical Director.....Irving Vidacovitch
Chief Engineer.....J. D. Bloom, Jr.

KRMD

SHREVEPORT—EST. 1928

BLUE NETWORK
LOUISIANA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KRMD, Inc.
Business Address.....P. O. Box 1712
Phone Number.....6171-2
Studio Address.....New Jefferson Hotel
Transmitter Location.....New Jefferson Hotel
Time on the Air.....6 a.m. to midnight
News Service.....INS
Transcription Service.....BMI, Lang-Worth

Personnel

President.....R. M. Dean
General Manager.....T. B. Lanford
Station Manager.....G. V. Wilson
Sation Director.....Elizabeth Alford
Chief Engineer.....R. M. Dean

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KTBS

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.
SOUTH CENTRAL QUALITY NETWORK

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Tri-State Broadcasting System, Inc.
Studio Address .....Commercial Bldg.
Transmitter Location.....Dixie Gardens Road
Phone Number 2-8711
Time on the Air.....6:30 a.m. to midnight
Newspaper Affiliation .....The Shreveport Times
Transcription Service .....NBC Thesaurus; Lang-Worth
Representative .....The Branham Co.

Personnel

President .....John D. Ewing
General Manager .....John C. McCormack
Commercial Manager .....J. A. Oswald
Sales Promotion Manager-Program Director B. G. Robertson
Chief Engineer .....C. H. Maddox

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KWKH

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM
SOUTH CENTRAL QUALITY NETWORK

Frequency: 1130 Kc.....Power: 50000 Watts
Owned-Operated By.....International Broadcasting Corp.
Studio Address .....Commercial Building
Transmitter Location .....Near Dixie, La.
Phone Number 2-8711
Time on the Air.....5 a.m. to 1:05 a.m.
Newspaper Affiliation ..The Shreveport Times
News Service.....AP, UP
Transcription Service....World Broadcasting, Lang-Worth
Representative .....The Branham Co.

Personnel

President .....John D. Ewing
General Manager .....John C. McCormack
Commercial Manager .....J. A. Oswald
Sales Promotion-Publicity Director B. G. Robertson
Program Director.....Fred Ohl
Chief Engineer .....W. E. Antony

MAINE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WRDO

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.
YANKEE NETWORK

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....WRDO, Inc.
Address.....175 Water St.
Phone Number.....2285
Transmitter Location.....341 Water St.
Time on the Air.....7:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Associated Music Publishers
Representative.....Weed & Company

Personnel

President.....Adeline B. Rines
Station-Commercial Manager..Jack S. Atwood
Program Director-Chief Announcer Donald Powers
Chief Engineer.....Harold T. Dinsmore

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WABI

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 250 Watts
(C. P. 910 Kc., 5000; S. A. 910 Kc., 250)
Owned-Operated By.....Community Broadcasting Service, Inc.
Address.....57 State St.
Phone Number.....6447-6446
Transmitter Location...Wilson St., Brewer, Me.

Time on the Air.....Unlimited license
Transcription Service.....Associated Library
Representative.....R. C. Foster

Personnel

President.....F. B. Simpson
Station Manager.....Alec Robertson

•

WLBZ

BANGOR—EST. 1926

MUTUAL BROADCASTING SYSTEM
NATIONAL BROADCASTING CO.

Frequency: 620 Kc.....Power: 1000 d., 500 n. (C. P. 5000 Watts)
Owned-Operated By..Maine Broadcasting Co.
Address.....100 Main St.
Phone Number.....6023
Transmitter Location.....Outer Broadway
Time on the Air.....Unlimited license
Transcription Service.....NBC Thesaurus
Representative.....Weed & Co.

Personnel

General Manager.....Thompson L. Guernsey

YANKEE **WCOU** MUTUAL
LEWISTON-AUBURN
ELL
MAINE'S RICHEST AND LARGEST INDUSTRIAL MARKET

C. E. HOOPER SURVEY

INDEX	WCOU	A	B	C	7 OTHERS
8:00 A.M.-12:00 N.	56.0	32.4	5.6	3.7	2.3
12:00 N.-6:00 P.M.	52.9	35.8	5.2	3.1	3.0
6.00 P.M.-10:30 P.M.	55.7	25.1	10.9	2.9	5.4

WCOU DOMINATES AND DELIVERS CENTRAL MAINE

REP.: FORJOE & COMPANY

WCOU

LEWISTON—EST. 1938

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Twin City Broadcasting Co., Inc.
Address.....223 Lisbon St.
Phone Number.....3140-3141
Transmitter Location.....East Ave.
Time on the Air.....18 hours per day
News Service..... UP
Transcription Service.....Standard Transcription Library
Representative.....Forjoe & Co.

Personnel

President.....Jean B. Couture
Station Manager-Treasurer.....Faust Couture
Commercial-Sales Promotion Manager.....J. C. Libby
Program-Publicity Director....Warner Paulsen
Chief Announcer.....Fred Preble
Musical Director.....Bertrand Cote
Chief Engineer.....John T. Duty

•

WCSH

PORTLAND—EST. 1925

NBC-YANKEE-NEW ENGLAND REGIONAL

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....Congress Square Hotel Co.
Business Address.....157 High St.
Phone Number.....Portland 3-9667
Studio Address.....Eastland Hotel, 157 High St., Portland, Me.
Transmitter Location.....Scarboro, Me.
Time on the Air: 6:15 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative..Weed & Co. & Bertha Bannan

Personnel

President .....Adeline B. Rines
Station Manager.....William H. Rines
Commercial Manager.....Caleb Paine
Sales Promotion Manager...Frederick W. Cole
Program Director.....Nancy King
Chief Announcer.....Arthur Owens
Musical Director.....Waldo Harwood
Chief Engineer.....G. Fred Crandon

•

WGAN

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....Portland Broadcasting System, Inc.

Address .....Columbia Hotel
Phone Number 2-7489
Transmitter Location .....Near Portland
Time on the Air ..... Unlimited license
Newspaper Affiliation ...Gannett Publishing Co.
Transcription Service.....Standard Radio
Representative .....Paul H. Raymer Co.

Personnel

President-Treasurer .....Guy P. Gannett
General Manager .....Creighton E. Gatchell
Commercial Manager.....Arthur A. Atherton
Program Manager .....Richard E. Bates
Chief Engineer.....Roger W. Hodgkins

WAGM

PRESQUE ISLE—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....Aroostook Broadcasting Corporation
Address.....Northern National Bank Bldg.
Phone Number.....8821
Transmitter Location...Northern National Bank Bldg.
Time on the Air: 11a.m. to 1 p.m. and 4 p.m. to 7 p.m.

Personnel

General Manager.....H. B. Diller

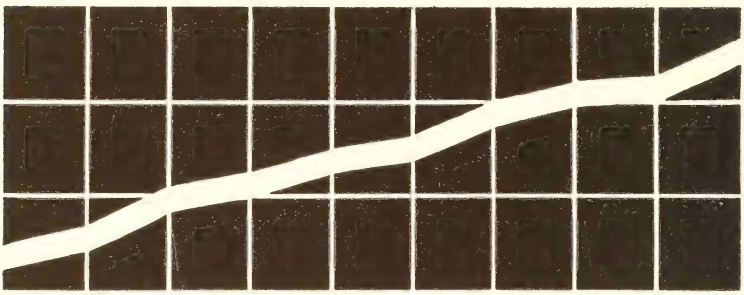
PA HELPS STATION SALES

PA, through its Station Relations Department, helps its affiliated stations sell by acquainting national advertisers with the special news and feature scripts on the special

AP *Radio News Wire.*

in Baltimore:

WHEN YOU BUY WBAL



YOUR SALES GO UP

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONAL REPRESENTATIVE: EDWARD PETRY & CO., INC.

MARYLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WBAL

BALTIMORE—EST. 1925
NATIONAL BROADCASTING COMPANY

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Operated By.....Hearst Radio, Inc.
Address.....Lexington Bldg.
Phone Number.....Lexington 4900
Transmitter Location.....Reistertown, Md.
Time on the Air.....24 hours daily
News Service.....INS; UP
Transcription Service.....Standard Radio; World Broadcasting System
Representative.....Edward Petry & Co.

Personnel

Station Manager.....Harold C. Burke
Sales Manager.....Leslie H. Peard, Jr.
Program Director.....Edward Harvey
Publicity Director.....Dorothy Schmitt
Musical Director.....George Yeatman
Chief Engineer.....Gerald W. Cooke

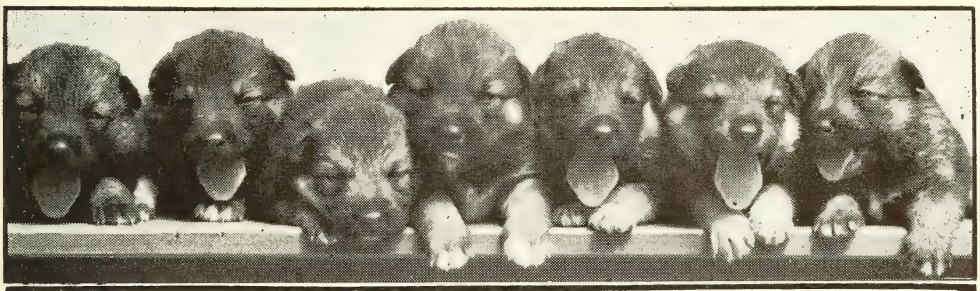
WCBM

BALTIMORE—EST. 1924
BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Baltimore Broadcasting Corporation
Address.....North at Hartford
Phone Number . University 8400
Transmitter Location.....1100 East Cold Spring Lane
News Service.....INS
Transcription Service.....Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President and Commercial Mgr....John Elmer
Vice-President.....J. Purdon Wright
Treasurer.....J. Lawrence Schanberger
General Manager.....Geo. H. Roeder



COVERAGE

★ The Blue Network—WCBM combination completely covers the entire Baltimore area effectively at a cost which allows for additional time expenditures because of a lower rate.

★ *Investigate all Baltimore Stations and then compare with what WCBM offers!*

BLUE WCBM NETWORK

John Elmer, *President*
Geo. H. Roeder, *Gen. Manager*

WCBM

National Representatives:
SPOT SALES, INC.
New York—Chicago
San Francisco

BALTIMORE'S BLUE NETWORK OUTLET

WCAO

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....The Monumental Radio Company
Address.....811 West Lanvale St.
Phone Number.....Madison 7220-1-2-3-4
Transmitter Location....Park Heights Avenue, Extended
Time o nthe Air: 6 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.
News Service.....INS
Transcription Service.....Lang-Worth, C. P. MacGregor
Representative.....Paul H. Raymer Company

Personnel

President.....Lewis M. Milbourne
Vice-President-General Manager .....L. Waters Milbourne
Program Directors.....Gordon A. Scheihing, George L. Filling
Musical Director.....Robert P. Iula
Chief Engineer.....Martin L. Jones

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WFBR

BALTIMORE—EST. 1922

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Baltimore Radio Show, Inc.
Business Address.....10 East North Ave.
Phone Number.....Mulberry 1300
Studio Address.....Radio Center
Transmitter Location.....Waterview Ave.
Time on the Air.....6 a.m. to 1 a.m.
News Service.....AP, INS
Transcription Service.....Associated Music Publishers, C. P. MacGregor
Representative.....John Blair & Co.

Personnel

President.....Robert S. Maslin, Sr.
Executive Vice-President...Hope H. Barroll, Jr.
Commercial Manager...Andrew H. Hilgartner
Local Sales Manager.....William S. Pire, Jr.
Sales Promotion Manager....C. Nelson Baker
Program Director.....Bert Hanauer
Production Manager.....Henry Hickman
Publicity Director.....Robert S. Maslin, Jr.
Musical Director.....Jos. Imbrogulio
Chief Engineer.....William Q. Ranft

•

WITH

BALTIMORE—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Maryland Broadcasting Co.
Operated By.....Thomas G. Tinsley, 2nd
Address.....7 E. Lexington St.
Phone Number.....Lexington 7808-9-10-11

? ? ? ?

NO GUESSWORK HERE!

For 14 Years

WTBO

HAS PROVIDED SATISFACTION—PLUS!

RENEWAL

Records Prove it — and Take the ???? Out of Cumberland Area Coverage.

WTBO

CUMBERLAND, MD.
FOR RESULTS!

Natl. Reps.:
SPOT SALES, INC.

Transmitter Location.....1230 Curtain St.
Time on the Air.....24 hours a day
News Service.....AP
Transcription Service.....Lang-Worth; Standard Radio
Representative.....Headley-Reed Company

Personnel

President-Station Mgr..Thomas G. Tinsley, 2nd
Assistant Station Manager.....Helen Powers
Commercial Manager.....George S. Shaffer
Program Director-Chief Announcer Raymond W. Baker
Traffic Manager.....Dena Bores
Personnel Manager.....Grace W. McQuade
Accountant.....Harry F. Baumann
Musical Director.....Wallace W. Ashley
Night Manager.....Ralph Beauchamp
Chief Engineer.....James Duff

•

WTBO

CUMBERLAND—EST. 1929

Frequency: 820 Kc.....Power: 250 Watts
Owned-Operated By.....Associated Broadcasting Corporation
Address.....31 Frederick St.
Phone Number.....Cumberland 298 and 299
Transmitter Location.....Fort Hill, Cumberland
Time on the Air: Sunrise to sunset, Dallas, Texas
News Service.....AP, UP
Transcription Service.....World Broadcasting System
Representative.....Spot Sales, Inc.

Personnel

President-General Manager..Aurelia S. Becker
Commercial-Sales Promotion Manager, G. P. Richards
Program Director-Chief Announcer Stewart W. Phillips
Publicity Director.....Ina Lee Eichner
Chief Engineer.....L. Edward Pamphilon

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WFMD

FREDERICK—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 500 Watts
Owned-Operated By.....Monocacy Broadcasting Company
Business Address.....Winchester Hall
Phone Number.....Frederick 1626, 1627
Studio Addresses.....Winchester Hall, Gobrecht Bldg., Hanover, Pa.; 32 W. Main St., Westminster, Md.
Transmitter Location.....Frederick, Md.
Time on the Air: 6:30 a.m. to 10:15 p.m.; Sundays, 7:30 a.m. to 10:15 p.m.
News Service.....Transradio
Transcription Service.....World Broadcasting System; Keystone Broadcasting System
Representative.....Burn-Smith Company, Inc.

Personnel

President.....Major Laurence Leonard
Vice-President and General Manager, A. V. Tidmore
Commercial Manager.....G. G. White
Program Director.....James F. Crist
Chief Engineer.....A. V. Tidmore

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WJEJ

HAGERSTOWN—EST. 1932

MUTUAL BROADCASTING SYSTEM
ATLANTIC COAST NETWORK-MARYLAND COVERAGE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Hagerstown Broadcasting Co.
Address.....Franklin Court
Phone Number.....2323
Transmitter Location.....Carrol Heights
Time on the Air.....7 a.m. to 12 midnight
News Service.....Transradio
Representative.....Spot Sales, Inc

Personnel

Chief Executive.....Grover C. Crilley
National Sales Manager.....H. A. Seville
Commercial Manager.....Clarence Myers
Program Director.....Amos Harper
Director of War Programs.....Bernice Crilly
Chief Engineer.....George W. McIntire

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WBOC

SALISBURY—EST. 1940

MUTUAL BROADCASTING SYSTEM
ATLANTIC COAST NETWORK-MARYLAND COVERAGE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....The Peninsula Broadcasting Co.
Address.....Radio Park
Phone Number.....Salisbury 2480-2481
Transmitter Location.....Radio Park
Time on the Air: 7 a.m. to 11:15 p.m.; Sundays, 8:25 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....World Broadcasting System

Personnel

President.....John W. Downing
General Manager.....Charles J. Truitt
Assistant Program Director.....Jane Allen
Chief Announcer.....Lonnie Starr
Musical Director.....Russell Yohe
Chief Engineer.....Peter A. Alfonsi

WCOP

WHAT'S WHAT IN *Boston*

Week AFTER *Week*
WCOP'S
influence is getting
More and More
POWERFUL!

WCOP, Boston's key station of the Atlantic Network, is the most economical testing station in the East.

WCOP, a constructive force in the life of Boston, plans, produces and merchandises advertisers' programs.

WCOP makes programs pay a profit; that's why more and more accounts are using WCOP more and more.

WCOP gives advertisers more dollar for dollar, because it has grown so fast in sales and audience.

WCOP, Boston's family station, does a full time job, whether it's a spot or a full hour program.

WCOP, chockful of Boston success stories, has sold everything from magazines to mattresses, bread to bonds.

WCOP DEFINITELY BELONGS TO BOSTON . . . YOU CAN GET ITS LISTENERS DEFINITELY TO BELONG TO YOU!

WCOP

BELONGS ON YOUR *Schedule*

ATLANTIC COAST NETWORK, INC.
SERVING ONE-FOURTH OF THE NATION'S BUYING POWER

COPLEY PLAZA HOTEL • BOSTON

MASSACHUSETTS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WBZ & WBZA

BOSTON & SPRINGFIELD
EST. 1921
NATIONAL BROADCASTING CO.

Frequency: 1030 Kc.....Power: 50000 (WBZ), 1000 (WBZA)
Owned By...Westinghouse Electric & Mfg. Co.
Operated By....Westinghouse Radio Stations, Inc.
Addresses.....Hotel Bradford, Boston; Hotel Kimball, Springfield
Phone Number.....Hancock 4261 (WBZ), Springfield 6-8336 (WBZA)
Transmitter Locations.....Hull, Mass. (WBZ), Springfield, Mass. (WBZA)
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service.....AP, UP
Transcription Service.....Standard Radio
Representative....National Broadcasting Co.; Weed & Co.

Personnel

President.....Geo. H. Bucher
Station Manager.....C. S. Young
Program Manager.....W. Gordon Swan
Production Manager.....John H. Wright
Sales Manager.....Frank R. Bowes
Sales Promotion Manager...Harry D. Goodwin
Publicity Director.....George W. Slade
Chief Announcer.....Carmen Caruso
Musical Director.....Avner Rakov
Plant Manager.....F. M. Sloan (WBZ)
Plant Manager.....H. E. Randol (WBZA)

WCOP

BOSTON—EST. 1935
AMERICAN BROADCASTING CORP.

Frequency: 1150 Kc.....Power 500 Watts
Owned By.....American Broadcasting Corp.
Operated By..Massachusetts Broadcasting Co.
Address.....Copley-Plaza Hotel
Phone Number.....COMmonwealth 1717
Transmitter Location..Off Speedway, Brighton, Mass.
Time on the Air.....18 hours daily
News Service.....INS
Transcription Service.....Standard Radio
Representative.....Headley-Reed Co.

Personnel

President.....Harold A. Lafount
General Manager.....A. N. Armstrong, Jr.
Assistant Manager.....Ashley L. Robinson
Program-Musical Director.....Lou Walker
Production Manager.....Frances Lescoe
Chief Announcer.....Russell Olfhaus
Artists' Bureau Head.....Eleanor Kane
Chief Engineer.....Roland C. Hale

WEEI

BOSTON—EST. 1924
COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By...Columbia Broadcasting System
Business Address.....182 Tremont St.
Phone Number.....HUBbard 2323
Studio Address.....182 Tremont St.
Transmitter Location.....Mystic Valley Parkway, Medford, Mass.
Time on the Air: 5:30 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.
News Service.....AP, UP
Transcription Service.....World Broadcasting System, Lang-Worth Feature Programs
Representative.....Radio Sales

Personnel

Station Manager.....H. E. Fellows
Sales Manager.....Kingsley Horton
Sales Promotion Manager.Guy H. Cunningham
Production Manager.....R. G. Girardin
Program Director.....L. G. del Castillo
War Program Director.....F. H. Garrigus
Publicity Director.....Marie Houlahan
Chief Announcer.....C. H. Dickerman
Accountant.....J. J. Murray
Musical Director.....Francis E. Bellizia
Chief Engineer.....W. J. Stiles

WHDH

BOSTON—EST. 1929
BLUE NETWORK

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....Matheson Radio Co., Inc.
Address.....Hotel Touraine, 62 Boylston St.
Phone Number.....Hancock 0900
Transmitter Location.....Saugus, Mass.
Time on the Air: 6:30 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....World Broadcasting System, Associated Recorded Program Service
Representative....George P. Hollingbery Co.

Personnel

President.....A. E. Matheson
General Manager.....John J. Matheson
Sales Manager.....R. G. Matheson
Program Director.....A. J. Friend
Chief Engineer.....R. G. Matheson

WMEX

BOSTON—EST. 1934

Frequency: 1500 Kc.....Power: 5000 Watts

Owned-Operated By .....Northern Corp.
Address: WMEX Bldg., 70 Brookline Ave.
Phone Number.....Commonwealth 3900
Transmitter Location.....Quincy, Mass.
Time on the Air.....Unlimited license
Transcription Service.....Lang-Worth
Representative.....Joseph Hershey McGillvra, Inc.

Personnel

President-Program Director....John E. Reilly
Managing Director-Chief Engineer .....Alfred J. Pote

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WNAC

BOSTON—EST. 1922

MUTUAL BROADCASTING SYSTSM
YANKEE NETWORK

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By: The Yankee Network, Inc., 21 Brookline Ave.
Phone Number .....COMmonwealth 0800
Transmitter Location.Squantum, Quincy, Mass.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service .....INS
Transcription Service..... Associated
Representative.....Edward Petry & Co., Inc.

Personnel

President .....John Shepard, 3rd
Vice-President.....Robert Bartley
Executive Vice-President.....Linus Travers
Merchandising and Promotion Director .....James S. Powers
Program Director.....Eleanor Geer
War Program Director.....Robert T. Bartley
Production Director.....George Steffy
Editor of News Service.....Robert Myers
Musical Director.....Francis J. Cronin
Chief Engineer .....Irving B. Robinson

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WORL

BOSTON—EST. 1937

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By: Broadcasting Service Organization, Inc.
Address: Myles Standish Hotel, 610 Beacon Street
Phone Number .....Commonwealth 5100
Transmitter Location .....Needham, Mass.
Time on the Air..Local sunrise to local sunset
News Service ..... UP

Personnel

President ..... Harold A. Lafount
General Manager.....George Lasker
Assistant Manager.....Ashley L. Robinson
Publicity Director.....Robert Sanford
Program-Musical Director.....Robert N. Perry
Chief Engineer .....John Parker

WSAR

FALL RIVER—EST. 1921

MUTUAL — COLONIAL & YANKEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By: Doughty & Welch Electric Co.
Address..... 102 S. Main St.
Phone Numbers: 7-9477-8 (studio); 2,4261 (Transmitter)
Transmitter Location.....So. Somerset
Time on the Air: 7:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .....INS
Transcription Service.....Standard Radio
Representative.....The Walker Co., R. C. Foster Co.

Personnel

President and Station Manager..Wm. T. Welch
Secretary and Assistant Treasurer, Philly J. Maurettie
Program Director.....Josephine Y. Welch
Commercial Manager.....Leonard C. Cox
Chief Announcer.....Angus Bailey
Chief Engineer .....John C. Pavao

•

WEIM

FITCHBURG—EST. 1941

MUTUAL-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Ruben E. Aronheim
Address .....717 Main Street
Phone Number.....Fitchburg 1600
Transmitter Location...Luenburg-Fitchburg line
Time on the Air.....7 a.m. to 12:05 a.m.
New Service.....AP
Transcription Service..... Lang-Worth
National Representative.....Burn-Smith Co.

Personnel

President .....Ruben E. Aronheim
General Manager.....Milton H. Meyers
Commercial Manager.....W. Warren Teskey
Program Director.....Ken Houseman
War Program Director.....Joan Shirley
Publicity Director.....Bob Reynolds
Musical Director.....Richard Tucker
Chief Engineer .....Theodore Kalin

•

WHAI

GREENFIELD—EST. 1938

MUTUAL-YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John W. Haigis
Address .....354 Main St.
Phone Number..... 4301
Transmitter Location..... Woodard Rd.
Time on the Air.....Unlimited License
Transcription Service.....World Broadcasting System; BMI
Representative.....Burn-Smith Co.

Personnel

Owner.....John W. Haigis
Manager .....James L. Spates
Commercial-Sales Promotion Manager .....Horace W. Nichols
Program-Musical Director..Warren Greenwood
Chief Announcer.....Gordon Lewis
Chief Engineer.....James L. Spates

WHYN

HOLYOKE—EST. 1941

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By ...Hampden-Hampshire Corporation
Business Address.....180 High Street
Phone Numbers.....8238, 8239
Studio Addresses: 180 High Street; 80 Main Street, Northampton; Canal Street, South Hadley Falls
Transmitter Location...Canal St., South Hadley Falls, Mass.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation.....Holyoke-Transcript Telegram
News Service..... UP
Transcription Service.....Associated
Representatives.....Bertha Bannon

Personnel

President .....Mrs. William R. Dwight
Commercial Manager.....Patrick J. Montague
Sales Promotion-Publicity Director Nellie M. Wozniak
Program Director.....Thomas R. Humphrey
Production Manager-Chief Announcer Ward Gardner
Musical Director.....Jay Heitin
Chief Engineer.....Thomas Humphrey

WLAW

LAWRENCE—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....Hildreth & Rogers Company
Address.....278 Essex Street
Phone Numbers..Lawrence 4107, 4108 & 4109
Transmitter Location..River Road, Andover, Mass.
Time on the Air: 6 a.m. to 1 a.m. (19 hours); Sunday, 8 a.m. to 1 a.m.
News Service..... UP
Transcription Service.....Standard Radio; Thesaurus
Representative.....The Katz Agency, Inc.

Personnel

President-General Manager..Irving E. Rogers
National Sales Director.....David G. Jones
Local Sales Director.....David M. Kimel
Program Director.....John D. Maloy
Chief Announcer.....Fred P. Laffey
Continuity Director.....Irene F. Morgan
Chief Engineer.....George A. Hinckley

WLAW

	TWO MILLIVOLT AREA	HALF MILLIVOLT AREA
POPULATION, 1940 (U. S. CENSUS)	2,834,430	4,033,282
RADIO HOMES, 1940 (CALCULATED BY N. A. B.)	704,261	1,002,348

Columbia's Voice in Northern New England

Nat. Rep.: The Katz Agency, Inc.

WLLH

LOWELL-LAWRENCE—EST. 1934

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: Lowell, 250 Watts d. 100 Watts n.; Lawrence, 100 Watts
Owned-Operated By ..Merrimac Broadcasting Co., Inc.
Business Address 39 Kearney Square, Lowell
Phone Numbers.....Lowell 8715; Lawrence 2-2148
Studio Addresses:.....Rex Center, Lowell; Cregg Building, Lawrence
Transmitter Location: 39 Kearney Square, Lowell; Cregg Building, Lawrence
Time on the Air: 6:25 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service..... INS
Transcription Service: Associated Music Publishers
Representative.....Edward Petry & Co., Inc.

Personnel

President .....A. S. Moffat
Station Manager.....Robert F. Donahue
Commercial Manager.....Haskell Bloomberg
Program Director.....Thomas Clayton
News Editor .....Fred Simmonds
Chief Engineer.....Ralph Newton

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WESX

MARBLEHEAD—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: North Shore Broadcasting Company
Business Address.....126 Washington St., Salem, Mass.
Phone Numbers.... Salem 5670; Lynn 2-0550
Studio Addresses: 126 Washington St.; 341 Union Street, Lynn
Transmitter Location .....Marblehead
Time on the Air.....Unlimited license
Transcription Service.....World Broadcasting System; Associated Music Publishers; C. P. MacGregor
Representative.....R. C. Foster & Co.

Personnel

President .....Charles W. Phelan
General Manager.....Van D. Sheldon

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WNBH

NEW BEDFORD—EST. 1921

MUTUAL-YANKEE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: E. Anthony & Sons, Incorporated
Business Address.....588 Pleasant St.
Phone Number..... 8-5228
Studio Address.....588 Pleasant Street
Transmitter Location.....Crow Island, New Bedford Harbor
Time on the Air: 7:30 a.m. to 11:30 p.m.; Sundays, 8:30 a.m. to 11:30 p.m.
Transcription Service.....NBC Thesaurus
Representatives: Burn-Smith Company; R. C. Foster

Personnel

Station Manager.....Hugh R. Norman
Commercial Manager.....Raymond D. Markey
Program Director.....Donald L. Sellers
Publicity Director-News Editor.Earle D. Wilson
Chief Engineer.....Irving Vermilya

•

WBRK

PITTSFIELD—EST. 1938

MUTUAL—COLONIAL & YANKEE NETWORKS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Monroe B. England
Address .....8 Bank Row
Phone Number.....2-1553
Transmitter Location.....1100 East St.
Time on the Air.....7 a.m. to 12 midnight
News Service.....UP
Representative .....Burn-Smith Co.

Personnel

President-Station Manager..Monroe B. England
Station Manager.....John Parsons
Program Director.....Leonard Lavendol
Sales Promotion Manager.....Robert Burbank
Chief Engineer.....Leonard Lavendol

•

WMAS

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS, Inc.
Address ..... Hotel Charles
Phone Number..... 7-1414
Transmitter Location..... Pynchon Park
Time on the Air.....7 a.m. to midnight
News Service .....INS
Transcription Service.....Associated Music; C. P. MacGregor
Representative.....Edward Petry & Co.

Personnel

President .....A. S. Moffat
General Manager.....A. W. Marlin
Program Director.....H. M. Feine
Chief Announcer.....Roland Dumas
Chief Engineer.....Earle G. Hewinson

•

WSPR

SPRINGFIELD—EST. 1936

BLUE NETWORK

Frequency: 1270 Kc.....Power: 500 Watts
Owned-Operated By.....WSPR, Inc.
Address .....63 Chestnut Street
Phone Number.....Springfield 6-2757

Transmitter Location: Union St. and Palmer Ave., West Springfield, Mass.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....INS
Transcription Service..... Langworth
Representatives: Geo. P. Hollingbery & Co.; Bertha Bannon

Personnel

President-Station Manager..Quincy A. Brackett
Treasurer .....Lewis B. Breed
Vice-President-Commercial Manager Milton W. Stoughton
Program-Publicity Director, Wayne Henry Latham
Chief Engineer.....Lawrence A. Reilly

•

WOCB

WEST YARMOUTH-HYANNIS

EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By: Cape Cod Broadcasting Co.
Business Address.....South Sea Avenue, West Yarmouth, Cape Cod, Mass.
Phone Number .....Hyannis 1697
Transmitter Location: South Sea Avenue, West Yarmouth, Cape Cod, Mass.
Time on the Air.....7 a.m. to 10 p.m.
News Service .....Transradio
Representative .....Bertha Bannon

Personnel

Station Manager.....H. M.Alleman
Commercial Manager.....A. S. Wasser
Publicity Director.....F. B. Blake
Chief Engineer.....L. D. Trefry

•

WAAB

WORCESTER—EST. 1930

MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Operated By....The Yankee Network, Inc.
Address.....21 Brookline Ave
Phone Number.....COMmonwealth 0800
Transmitter Location.....Holden, Massachusetts
Time on the Air: 6 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service.....INS
Transcription Service.....Associated Music Publishers
Representative.....Edward Petry & Co., Inc.

Personnel

President.....John Shepard, 3rd
Vice-President.....Robert Bartley
Executive Vice-President.....Linus Travers
Station Supervisor-Sales Manager.....Dorothy Robinson
Merchandising and Promotion Director, James S. Powers
Merchandising.....F. Carleton McVarish
Special Events.....Fred McLaughlin
Program Director.....Eleanor Geer
Production Director.....George Steffy
Editor of News Service.....Robert Myers
Musical Director.....Francis J. Cronin
Chief Engineer.....Irving B. Robinson

•

WORC

WORCESTER—EST. 1925

BLUE NETWORK

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By.....A. F. Kleindienst
Address.....65 Elm Street
Phone Number..... 5-3101
Transmitter Location.....Auburn, Mass.
Time on the Air.....7 a.m. to 12 midnight
News Service.....INS
Transcription Service.....NBC Thesaurus
Representative.....Weed & Co.

Personnel

Owner .....A. F. Kleindienst
Station Manager.....Mildred P. Stanton

•

WTAG

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
Owned By: Worcester Telegram Publishing Company, Inc.
Operated By: Worcester Telegram and Evening Gazette
Address.....18-20 Franklin Street
Phone Number.....5-4321
Transmitter Location.....Holden, Mass.
Time on the Air.....6:30 a.m. to 12:05 a.m.
Newspaper Affiliation: Worcester Telegram & The Evening Gazette
News Service ..... AP
Transcription Service.....World Broadcasting System; Associated
Representatives.....Paul H. Raymer Co.; Bertha Bannan

Personnel

Vice-President-General Manager .....George F. Booth
Director .....Edward E. Hill
Commercial Manager.....Herbert L. Krueger
Production-Program Director..David H. Harris
Publicity Director.....Mitzi Kornetz
War Program Director.....Eleanor Parmer
Special Events Director.....Box Dixon
Chief Announcer.....Philip Brook
Musical Director.....Jean Wilkins
Chief Engineer.....Elliot A. Browning

Detroit—America's Greatest Armament Market—With a Population Increase of 336,000 Since April, 1940!

WWJ

America's Pioneer Broadcasting Station — First in Detroit

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

Owned and Operated by The Detroit News

NBC Basic Network

Associate Station W45D-F.M.

MICHIGAN

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WELL

BATTLE CREEK—EST. 1925

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Federated Publications, Inc.
Address: 1 W. Michigan Ave., Michigan National Bank Bldg.
Phone Numbers.....5655; 7166
Transmitter Location.....Michigan National Bank Bldg.
Time on the Air.....Unlimited license
Newspaper Affiliation.....Battle Creek Enquirer-News
Transcription Service.....Associated Music
Representative.....Burn-Smith Company, Inc.

Personnel

President .....A. L. Miller
General Manager.....D. E. Jayne

WBCM

BAY CITY—EST. 1928

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1440 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By .....Bay Broadcasting Company, Inc.
Address ..... Wenonah Hotel
Phone Numbers.....Bay City 7551-7552
Transmitter Location .....Tuscola Road, Hampton Township
Time on the Air.....7 a.m. to 1 a.m.; Sundays, 8 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....NBC Thesaurus;
Representative .....George P. Hollingbery

Personnel

President .....Harley D. Peet
General Manager .....H. A. Giesel
Sales Promotion Manager ....A. F. Huebner
Program Director .....Frank Catto
Musical Director.....Lionel H. DeRemer
Chief Engineer.....Ralph H. Carpenter

WHDF

CALUMET—EST. 1929

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By: Upper Michigan Broadcasting Co.
Business Address.....Community Bldg., Houghton, Mich.
Phone Numbers: Houghton 1; Calumet 869
Studio Addresses: 515 Scott St., Calumet; Community Bldg., Houghton
Transmitter Location.....Laurium, Michigan
Time on the Air..... 7:30 a.m. to 10 p.m.
Newspaper Affiliation.....Daily Mining Gazette (Houghton; Evening News Journal, (Calumet)
News Service..... AP
Transcription Service.....World Broadcasting System, Standard Radio; Lang-Worth; Keystone Broadcasting System
Representative.....Sears and Ayer, Inc.

Personnel

President .....A. L. Burgan
Vice-President-General Manager..... John W. Rice
Commercial Manager.....Albert W. Payne
Program Director.....Earl Nordeen
Technical Supervisor.....George L. Burgan

WJBK

DETROIT—EST. 1928

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....James F. Hopkins, Incorporated
Address.....6559 Hamilton Avenue
Phone Number.....Trinity 2-2000
Transmitter Location.....15555 Woodrow Wilson Avenue
Time on the Air.....Unlimited license
Transcription Service.....Associated Music Publishers; World Broadcasting System
Representative .....Forjoe & Company

Personnel

President-Station Manager...James F. Hopkins
Commercial Manager.....A. H. Crogan
Program Director.....Sybil Krieghoir

WJLB

DETROIT—EST. 1926

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By: John L. Booth Broadcasting, Inc.
Address....31st and 34th Floor, Eaton Tower
Phone Number.....Cadillac 7600
Transmitter Location...7310 Woodward Ave.
Time on the Air.....20½ hours daily
News Service.....INS; PA
Transcription Service.....NBC Thesaurus
Representative.....Burn-Smith Co.

Personnel

President-General Manager....John L. Booth
Vice-President .....W. W. Booth
Treasurer-Auditor..... Hugh M. Gray
Secretary-Personnel Manager .....Meril A. Lindbloom
Sales Manager.....Mike Kent
Merchandising Manager..Michael Jachimski
Continuity.....Avis Lennon

Publicity Director.....M. Brachman
Traffic Manager.....M. Clubb
Musical Director.....Herbert Mertz
Chief Engineer.....Edward Clark

WJR

DETROIT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 760 Kc.....Power: 50000 Watts
Owned-Operated By ....WJR, The Goodwill Station
Business Address.....2103 Fisher Building
Phone Number..... Madison 4440
Studio Address: 28th Floor Fisher Building
Transmitter Location.....Wyandotte, Mich.
Time on the Air.....Unlimited license
Transcription Service.....World Broadcasting System; Standard Radio
Representative.....Edward Petry & Co., Inc.

Personnel

President .....G. A. Richards
Executive Vice-President and General Manager.....Leo Fitzpatrick
Vice-President .....John Patt

WWJ

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By: EveningNews Association
Business Address.....615 W. Lafayette
Phone Number .....RAndolph 2000
Studio Address.....624-30 W. Lafayette
Transmitter Location: 12700 W. 8 Mile Road, Oak Park, Michigan
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation.....The Detroit News
News Service ..... UP
Transcription Services..... Lang-Worth; Standard Radio
Representative.....George P. Hollingbery Co.

Personnel

General Manager.....Harry Bannister
Assistant Manager.....Edwin K. Wheeler
Business Manager .....Forrest Wallace
Sales Manager.....Harry Betteridge
Sales Promotion Manager.....Jake Albert
Program Supervisor.....James Eberle
Program Director.....Don F. DeGroot
Production Manager.....Ernest Ricca
Musical Director .....Mischa Kottler
Chief Engineer.....Herbert F. Tank

WXYZ

DETROIT—EST. 1930

BLUE NETWORK—MICHIGAN RADIO NETWORK—BLUE NETWORK

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By: King-Trendle Broadcasting Corporation
Business Address.....1700 Stroh Building
Phone Number .....Cherry 8321
Studio Address....14th floor Maccabees Bldg.
Transmitter Location.....15500 Joy Road
Time on the Air.....6:30 a.m. to midnight
News Service .....UP
Transcription Service.....Standard Radio; Associated Music
Representative.....Paul H. Raymer Co.

Personnel

President.....George W. Trendle
Vice-President .....John H. King
Secretary-General Manager.....H. Allen Campbell
Assistant Commercial Manager, James G. Riddell
Sales Promotion, Advertising and Publicity.....Lambert B. Beeuwkes
Studio Manager.....H. Earl Moore
Director of Production....Charles Livingstone
Merchandising Manager...Harold S. Christian
News Editor..... Felix Holt
Chief Announcer.....Jack McCarthy
Traffic Manager.....Irene Donnelly
Musical Director..... Benny Kite
Chief Engineer .....Vern C. Alston

WKAR

EAST LANSING—EST. 1922

Frequency: 870 Kc.....Power: 5000 Watts
Owned-Operated By...Michigan State College
Business Address.....East Lansing
Phone Number.....8-1511, ext. 600
Studio Address.....Auditorium Building
Transmitter Location..... Campus
Time on the Air.....7 a.m. to 7 p.m.
News Service.....AP; INS; UP
Transcription Service.....Lang-Worth; Standard Radio

Personnel

Station Manager.....Robert J. Coleman
Production Manager.....Ray J. Stanley
Chief Announcer.....Tom Waber
Chief Engineer.....Norris Grover

(Non-Commercial Station)

WDBC

ESCANABA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Delta Broadcasting Company
Address.....First and Ludington Streets
Phone Number 787
Transmitter Location.....First and Ludington
Time on the Air.....Unlimited license
Transcription Service.....Standard Radio

Personnel

Secretary-Treasurer-General Manager .....Gordon H. Brozek

WFDF

FLINT—EST. 1922

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By....Flint Broadcasting Co.
Address .....Union Industrial Bldg.
Phone Number 2-7158
Transmitter Location.....Bristol Road
Time on the Air.....7 a.m. to 11 p.m.
News Service ..... INS
Transcription Service.....Lang-Worth
Representative.....Burn-Smith, Inc.

Personnel

Managing Director.....Howard M. Loeb
Commercial Manager.....F. S. Loeb
Program Director.....Adrian R. Cooper
Production Manager.....Elmer Knopf
Publicity Director.....H. M. Loeb
Chief Announcer.....James Cleaver
Musical Director..... William Geyer
Chief Engineer.....Frank D. Fallain

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WLAV

GRAND RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Leonard A. Versluis
Address.....Keeler Building, 6 Fountain St., N.E.
Phone Number 6-5461
Transmitter Location....6 Fountain St., N.E.
Time on the Air.....Unlimited license
News Service.....INS
Transcription Service.....Standard Radio
Representative..Joseph Hershey McGillvra, Inc.

Personnel

Owner..... Leonard A. Versluis
Station Manager.....Hy M. Steed
Program Director.....Kathryn Mordo
Musical Director.....Frann Weigle
Chief Engineer.....Raymond Plank

•

WOOD-WASH

GRAND RAPIDS—EST. 1930

BLUE NETWORK
NATIONAL BROADCASTING CO.
MICHIGAN RADIO NETWORK

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....King-Trendle Broadcasting Corporation
Address ..16th Floor Grand Rapids National Bank Building
Phone Number..... 9-4211
Transmitter Location: Town Line Road, 4 miles south of Grand Rapids
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service..... UP
Transcription Service.....Associated Music Publishers; Lang-Worth
Representative.....Paul H. Raymer Co.

Personnel

President .....George W. Trendle
Station and Sales Manager.Stanley W. Barnett
Merchandising Manager.....Paul Eichhorn
Program Director.....Sandy Meek
Production Manager.....Carl S. Hester
Publicity Director.....T. Wilcox Putnam
Chief Engineer.....Fred W. Russell

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WJMS

IRONWOOD—EST. 1931

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
LAKE SUPERIOR NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By: Upper Michigan-Wisconsin Broadcasting Co., Inc.
Address.....124 E. McLeod Ave.
Phone Number 20
Transmitter Location: U. S. Highway No. 2 & Douglas Boulevard
Time on the Air.....6 a.m. to 12 midnight
News Service ..... AP; UP
Transcription Service.....Associated Music Publishers
Representative.....Sears & Ayer, Inc.

Personnel

President.....William L. Johnson
Station Manager.....J. W. Huss
Commercial Manager.....Ray D. Williams
Program Director.....Harold Ladin
Chief Engineer.....August Jarvi

•

WIBM

JACKSON—EST. 1925

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....WIBM, Inc.
Address .....228 West Michigan Avenue
Phone Number 6121
Transmitter Location .....228 West Michigan Avenue
Time on the Air.....6:30 a.m. to 12 midnight
News Service ..... AP
Transcription Service.....Standard Radio
Representative.....Forjoe & Company

Personnel

President ..... Herman Radner
Vice-President and Station Manager ..... Roy Radner
Sales Promotion Manager.....William Cizek
Program-Musical Director.....Wilbur Dunn
Chief Engineer .....C. W. Wirtanen

WKZO

KALAMAZOO-GRAND RAPIDS
EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 5000 Watts
Owned By.....WKZO, Incorporated
Operated By.....John E. Fetzer
Business Addresses: Burdick Hotel (Kalamazoo); Herpolsheimer Co. (Grand Rapids)
Phone Numbers.....3-1223 (Kalamazoo); 6-1222 (Grand Rapids)
Studio Addresses: 7th Fl., Burdick Hotel (Kalamazoo); 2nd Fl., Herpolsheimer Store (Grand Rapids)
Transmitter Location.....Parchment, Michigan
Time on the Air: 7 a.m. to 11:30 p.m.; Saturday, 7 a.m. to 12:05 a.m.
News Service ..... INS
Transcription Service.....Standard Radio
Representative....Free & Peters, Incorporated

Personnel

President-General Manager....John E. Fetzer
Commercial Manager.....John W. O'Harrow
Program-Publicity Director
Paul H. Aurandt
Production Manager.....Hooper White
Chief Engineer.....Carl E. Lee

•

WJIM

LANSING—EST. 1934

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Operated By..... WJIM, Inc.
Address.....City National Buiidlng
Phone Number.....2-1333-4-5
Transmitter Location...City National Building
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ..... UP
Transcription Service....Associated Recorded Program Service

Personnel

President-General Manager..Harold F. Gross
Program Director..... Bob Innes
Director of Women's Programs..Judy Holiday

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WMPC

LAPEER—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: The Liberty Street Gospel Church of Lapeer
Address .....803 Liberty St.
Phone Numbers.....455-J; 455-M
Transmitter Location.....803 Liberty St.
Time on the Air.....Shares Time

Personnel

President-Station
Manager.....Frank S. Hemingway
(Non-Commercial Station)

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WDMJ

MARQUETTE—EST. 1931

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: Lake Superior Broadcasting Co.
Address .....146 W. Washington
Phone Number 616
Transmitter Location.....146 W. Washington
Time on the Air.....Unlimited license
Newspaper Affiliation...Daily Mining Journal
Transcription Service.....World Broadcasting System

Personnel

President .....Frank J. Russell, Jr.
General Manager.....Gordon H. Brozek

•

WKBZ

MUSKEGON—EST. 1926

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Ashbacker Radio Corp.
Business Address.....424 Apple Ave.
Phone Number 26-051
Studio Address..... 424 Apple Ave.
Transmitter Location... Muskegon Township
Time on the Air.....7 a.m. to 11 p.m.
News Service .....UP
Transcription Service.... World Broadcasting System; Lang-Worth; C. P. MacGregor
Representative..... Burn-Smith Co.

Personnel

President-Station
Manager.....Grant F. Ashbacker
Commercial Manager.....William C. Wester
Sales Promotion Manager.....Loran A. Haney
Program-Musical Director.....Frank Lynn
Production Manager.....Bill Bennett
Publicity Director.....Edward Denkema
Chief Announcer.....Al Vredeveld
Office Manager.....Clara Brown
Chief Engineer.....Geo. Krivitzky

•

WCAR

PONTIAC—EST. 1939

Frequency: 1130 Kc.....Power: 1000 Watts
Owned-Operated By ..Pontiac Broadcasting Company
Address.....6th Floor Riker Building
Phone Number..... Pontiac 7141
Transmitter Location: Between Square Lake & Telegraph Roads, Bloomfield Township, Oakland County, Michigan

Time on the Air: Local sunrise to local sunset
News Service ..... INS
Transcription Service....Lang-Worth Features; Standard Radio
Representative.....The Foreman Company

Personnel

General Manager.....H. Y. Levinson
Commercial Manager.....Monte Meyer
Accountant.....Jernah Pearll
Administrative Secretary.....Cloman Pipe
Chief Engineer.....Wayne N. Cook

•

WHLS

PORT HURON—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Harmon LeRoy Stevens and Herman LeRoy Stevens (Port Huron Broadcasting Co.)
Address ..... 932 Military St.
Phone Number.....2-3151
Transmitter Location....32nd St. and Lapeer Ave.
Time on the Air: 7 a.m. to 11:30 p.m. Sundays, 8 a.m. to 11:30 p.m.
News Service..... UP
Transcription Service.....Keystone Broadcasting System; Associated Music
Representative.....Hal Holman Co.

Personnel

President-Station Manager..Harmon L. Stevens
Commercial Manager.....Robert Mackin
Sales Promotion Manager.....V. O. Cram
Publicity Director..... Helen Nelson
Musical Director-Chief Announcer Lyle Patterson
Chief Engineer.....Leslie Conant

•

WEXL

ROYAL OAK—EST. 1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Royal Oak Broadcasting Company
Address..... 212 West Sixth Street
Phone Numbers.....Elmhurst 6524; Royal Oak 0815
Transmitter Location.....2201 Woodward Heights Blvd., Ferndale, Michigan
Time on the Air.....24 hours daily
News Service .....INS

Personnel

President .....G. B. Hartick
Business Manager.....E. C. Thompson
Program Director-Chief Announcer .....Kirk Knight
Chief Engineer.....Jerome Steadley

WSAM

SAGINAW—EST. 1940

NBC

Frequency: 1230 Kc...Power: 250 d.; 100 n.
Owned-Operated By...Saginaw Broadcasting Co.
Business Address.....2745 Bay St.
Phone Number.....2-5109
Studio Address.....2745 Bay St.
Transmitter Location.....2745 Bay St.
Time on the Air: 7 a.m. to 11 p.m.; Sunday, 8 a.m. to 11 p.m.
News Service.....INS
Transcription Service.....Standard Radio
Representative.....Headley-Reed Co.

Personnel

President-Commercial Manager, Milton L. Greenbaum
Program Director.....Janice Widmoyer
Chief Engineer.....Simon Maruszan

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WSOO

SAULT STE. MARIE—EST. 1939

Frequency: 1230 Kc.....Power: 250 d.; 100 n.
Owned-Operated By..... Hiawathaland Broadcasting Co.
Address.....West Portage Avenue
Phone Number 2642
Transmitter Location .....U. S. Highway No. 2
Time on the Air .....Unlimited license
Transcription Service .....Standard Radio
Representative .....Joseph Hershey McGillvra

Personnel

General Manager .....Stanley R. Pratt

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WTCM

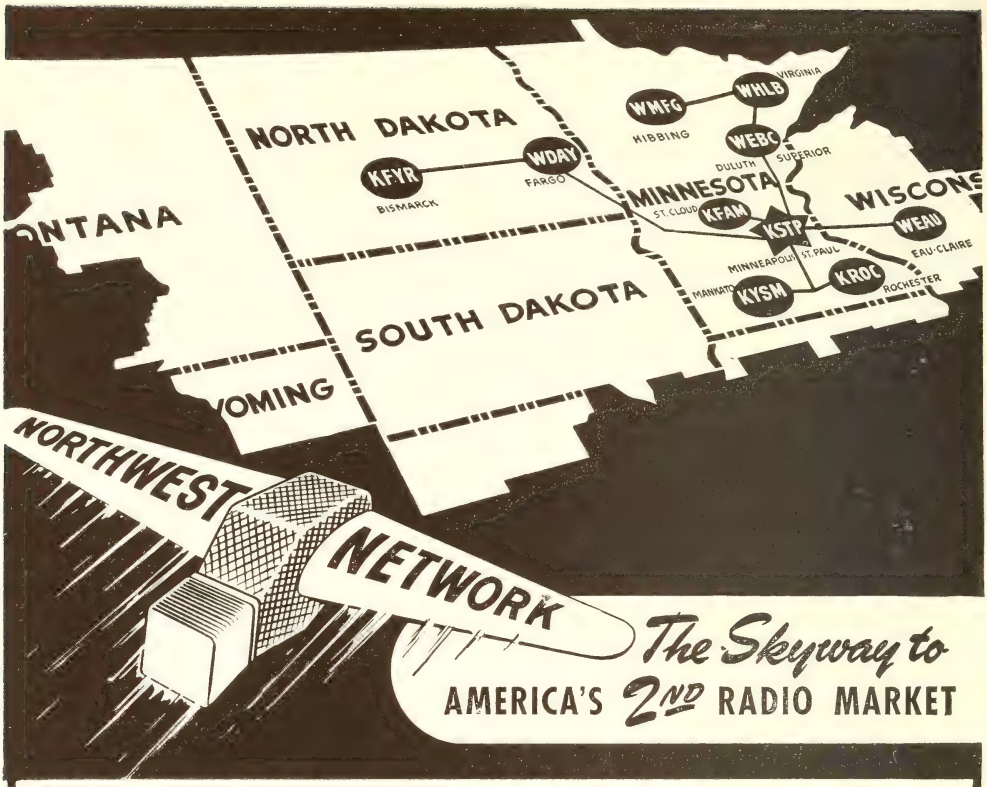
TRAVERSE CITY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Midwestern Broad-Casting Company
Address .....Anderson Building
Phone Number .....Traverse City 1150
Transmitter Location..Elmwood Township-Leelanau County, Michigan
Time on the Air.....Unlimited License
News Service.....AP
Transcription Service.....Standard Radio; Lang-Worth
Representative.....Hal Holman Co.

Personnel

President.....Les Biederman
Acting Manager.....Drew McClay
Sales Manager.....Bud Hicks
Program Director.....Don Mullen
Chief Engineer..... Drew McClay



FOR TEST OR TESTED CAMPAIGNS! Here are ten *diversified* markets, combined, by a network of the leading station in each, into a single three-billion-dollar market — *America's 2nd largest for radio selling.*

And *sell* this market the Northwest Network *can!*

Only *network* coverage can do an "in-one" selling job on the 1,050,529 Radio Homes in this varied urban and rural market.

Only the *Northwest* Network — with its *audience-dominating* NBC and Blue stations — can do this selling job on the market's 5,375,000 buyers *effectively* and *economically.*

Take advantage of the Northwest Network to do *your* selling job in this important market. Use any combination of stations or the entire group to reach any part or all of the market *without* line charges or extra costs for network service.

NORTHWEST NETWORK

KSTP Minneapolis-Saint Paul • WEBC Duluth-Superior • WMFG Hibbing
WHLB Virginia • KROC Rochester • KYSM Mankato • KFAM Saint Cloud
WEAU Eau Claire • WDAY Fargo • KFYR Bismarck

Represented Nationally by Edward Petry & Co. • Executive Offices: Radisson Hotel, Minneapolis

MINNESOTA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KATE

ALBERT LEA—EST. 1937

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Albert Lea Austin Broadcasting Company
Address .....332 So. Broadway
Phone Number 2338
Transmitter Location.....332 So. Broadway
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World Broadcasting System
Representative.....Foreman & Company

Personnel

President and Station Manager..E. L. Hayek
Assistant Station Manager-Director of War Programs.....Warner C. Tidemann
Commercial Manager.....Tom H. Lathrop
Program Director-Chief Announcer.....Robert C. Paulson
Chief Engineer.....Lawrence Lawson

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KDAL

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM
Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By..Red River Broadcasting Co., Inc.
Address.....218 Bradley Building
Phone Number.....Melrose 2628
Transmitter Location....Foot of 63rd Ave. W., Duluth, Minn.
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .....Transradio
Transcription Service..Lang-Worth; Standard Radio
Representative.....Free & Peters, Inc.

Personnel

President-Station Manager..Dalton LeMasurier
Commercial Manager.....Odin S. Ramsland
Sales Promotion Manager.....Bea Lade
Program Director.....Gilbert Fawcett
Chief Engineer.....Robert A. Dettman

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WEBC

DULUTH—EST. 1924

BLUE NETWORK-NATIONAL BROADCASTING CO-ARROWHEAD NETWORK
Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....Head of Lakes Broadcasting Co.
Address.....WEBC Bldg.
Phone Number.....Melrose 2873
Transmitter Location.....40th and Tower, Superior, Wisc.
Time on the Air.....6:25 a.m. to 12 midnight
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative .....George P. Hollingbery Co.

Personnel

President.....Morgan Murphy
Station Manager.....Walter C. Bridges
Commercial Manager.....Thomas W. Gavin
Sales Promotion Manager Herbert H. Sonnenberg
Program Director-Production Manager Jerry Deane
Publicity Director.....Elinor Barney
Musical Director.....John Kleive
Chief Engineer.....William Lounsberry

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KGDE

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1230 Kc...Power: 250 d.; 100 n.
Owned-Operated By.....Charles L. Jaren
Address .....Fergus Falls
Phone Number.....3986
Transmitter Location .....Fergus Falls
Time on the Air .....Unlimited license

Personnel

General Manager .....C. L. Jaren

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WMFG

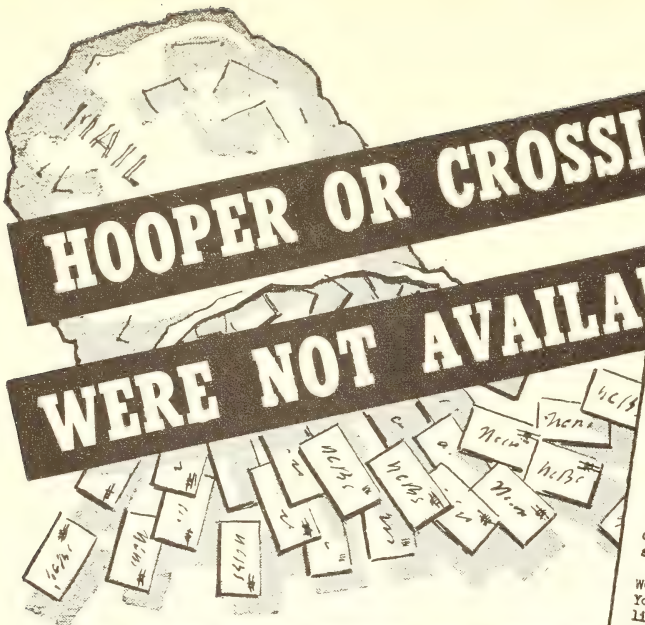
HIBBING—EST. 1935

NATIONAL BROADCASTING CO.
NORTH CENTRAL BROADCASTING SYSTEM
ARROWHEAD BROADCASTING SYSTEM
Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Head of Lakes Broadcasting Co.
Address .....Androy Hotel
Phone Number 1150
Transmitter Location.....Androy Hotel
Time on the Air.....6:30 a.m. to 11 p.m.
News Service .....UP
Representative.....Geoge P. Hollingbery Co.

Personnel

President .....Morgan Murphy
Station Manager.....H. S. Hyett
Chief Engineer.....William Lounsberry

HOOPER OR CROSSLEY SURVEYS WERE NOT AVAILABLE



Manchester Biscuit Co
DIVISION OF UNITED BISCUIT COMPANY OF AMERICA — QUALITY BISCUITS SINCE 1900
Fargo, North Dakota

Boler, General Manager
al Broadcasting System
ore Hotel
. Paul, Minnesota

Dear Mr. Boler:

It seems to me this is a swell time to write this let expressing our thoughts in connection with our progra being carried on the several stations affiliated with the North Central group.

The two offers which have, so far, been featured on yo stations have enjoyed an outstanding success. Almost f the very start a remarkable ability to pull mail was demonstrated. We hope you are as pleased with the resul so far as we are.

We recently held our annual sales meeting here in Fargo. You will be interested to know that every man within the listening radius of any of the stations that carry our show was lavish in his praise for the program and enthusi over final results.

I believe your organization and each station carrying the program can be justly proud of the job you have done on Waldorf Crackers.

Yours very truly

MANCHESTER BISCUIT COMPANY

By A. M. Dargan

A. M. Dargan

Sales Manager

SOME agencies and advertisers felt the stations had to have 50 kw and/or a low frequency, plus top Hooper and CAB rated shows to proceed or follow, or they wouldn't buy time! However, some did buy and were very happy to know that their choice was indeed economical and were well satisfied with excellent results. NCBS stations proved this to the advertiser via mail response, with boxtops included, which we believe is better proof of a station's sales ability than telephone surveys or house-to-house calls would indicate

Seven NCBS stations pulled over 18,000 pieces of mail in a thirteen-week campaign for the Manchester Biscuit Company. In every letter there was a boxtop from a package of Waldorf Crackers. We publish herein copies of letters from the client and the agency to clarify our boast. It proves beyond doubt that NCBS stations give the best results at the lowest costs per thousand radio homes.

Lever Brothers have used NCBS stations for the past two and one-half years for campaigns for Swan Soap and Vimms Vitamin Tablets, with very satisfactory results. General Mills have consistently used NCBS stations for the past two years, and recently, one of their agencies (Blackett-Sample-Hummert) cited twenty-five stations in the United States, from a large number of stations being used, as having done an outstanding job and brought excellent returns on an eight-day test offer. Three NCBS stations were among the twenty-five top stations listed.

NCBS is located in the heart of the wheat belt and the richest agricultural area in the United States. Millions of dollars worth of livestock are raised, and millions of dollars in farm products are grown throughout the north central states and the Red River Valley, giving the farmers millions to spend

Retail purchases in the north central states last year	$2,186,631,000
Total population served by North Central stations	6,284,815
Total radio homes	1,571,203

NCBS AFFILIATED STATIONS

WLOL	Minneapolis, St. Paul	Minn.
WDSM	Duluth, Superior	Minn., Wis.
KVOX	Fargo, Moorhead	N. D., Minn.
KATE	Albert Lea, Austin	Minn.
KWNO	Winona	Minn.
KGDE	Fergus Falls	Minn.
KWLM	Willmar	Minn.
KGCU	Bismarck, Mandan	N. D.
KLPM	Minot	N. D.
KDLR	Devils Lake	N. D.
KSJB	Jamestown	N. D.
KABR	Aberdeen	S. D.
WEAU	Eau Claire	Wis.
WJMJ	Marquette	Mich.
WDBC	Escanaba	Mich.
KVFD	Fort Dodge	Iowa
WATW	Ashland	Wis.
WJMS	Ironwood	Mich.
WHDF	Calumet-Houghton	Mich.
WMFG	Hibbing	Minn.
WHLB	Virginia	Minn.
KILO	Grand Forks	N. D.
WIBA	Madison	Wis.

The North Central States are known as "Bread Basket of the World" and "Number One in Dairy Products."

The bread that America bakes, as well as the butter that's spread on it, comes from North Central states.

Most of our country's wheat is grown and milled and sold in this great midwest area. We'll rest our case for a good sound market on the home of the staff of life!

Dairy products and cattle sales put a sturdy foundation under farmers' incomes, and North Central farmers depend on NCBS for the outstanding public service programs giving them their daily markets in which they are interested, direct from the second largest livestock market in the United States located in South St. Paul.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

John W. Boler, President

COMMODORE HOTEL, ST PAUL, MINN — LASALLE-WACKER BLDG., CHICAGO, ILL

KYSM

MANKATO—EST. 1938

BLUE NETWORK—NBC
SOUTHERN MINNESOTA NETWORK
NORTHWEST NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....F. B. Clements & Company
Address.....101 North 2nd Street
Phone Number 4673
Transmitter Location....Belgrade Hill—North Mankato, Minn.
Time on the Air.....19 hours daily
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative.....The Foreman Company

Personnel

President .....F. B. Clements
General Manager.....John F. Meagher
Sales Promotion Manager.....Rolf Julsrud
Program-Production Manager.....Bill Walker
Continuity Director.....Jeanne Kimball
Music Librarian.....Mary Olivera
Musical Director-Artists Bureau Head Maurice Piche
Chief Engineer.....James Houts

WCCO

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 830 Kc.....Power: 50000 Watts
Owned-Operated By ..Columbia Broadcasting System, Inc.
Business Address.....625 Second Avenue So.
Phone Number.....Main 1202
Studio Addresses: 625 Second Avenue So.; Hotel Lowry, St. Paul
Transmitter Location.....Anoka, Minn.
Time on the Air:.....24 hours daily
News Service.....AP; UP
Representative..... Radio Sales

Personnel

General Manager.....A. E. Joscelyn
Assistant General Manager-Program Director.....Al Sheehan
Sales Promotion Manager..Sam H. Kaufman
Educational Director.....Max Karl
Office Manager.....Emmett Heerdt
Musical Director.....Wallace Olson
Chief Engineer.....Hugh S. McCartney

WDGY

MINNEAPOLIS-ST. PAUL—EST. 1923

Frequency: 1130 Kc....Power: 5000 d.; 500 n.
Owner-Operated By....Dr. George W. Young
Address .....Nicollet Hotel
Phone Number.....BRidgeport 7777 (Mpls.); MIdway 6363 (St. Paul)
Transmitter Location: Wayzata Blvd., Minneapolis (Route 7)
Time on the Air.....6 a.m. to sunset, MST.
News Service..... AP
Transcription Service.....Standard Radio
Representative.....William G. Rambeau Co.

Personnel

Owner and General Manager Dr. George W. Young
Commercial Manager.....Lee L. Whiting
Sales Promotion Manager..Jerome H. Fischbein
Director of War Programs.....Gertrude Faue

WLB

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc.....Power: 5000 Watts
Owned-Operated By..University of Minnesota
Address..Eddy Hall, University of Minnesota
Phone Number..Main 8177, Ext. 419, 821, 822
Transmitter Location..North Cleveland Avenue County Road A-2, St. Paul
Time on the Air: Two-thirds daytime hours (WLB shares time with WCAL)
News Service.....UP

Personnel

Manager..... Burton Paulu
Program Director.....Betty T. Girling
Production Manager.....Edward Wegener
Chief Announcer.....Mel Nelson
Chief Engineer.....Burton Holmberg

(Non-Commercial Station)

WLOL

MINNEAPOLIS-ST. PAUL—EST. 1940

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By..Independent Merchants Broadcasting Co.
Business Address.....1730 Hennepin Ave.
Phone Numbers..Atlantic 0406; Midway 4043
Studio Addresses: 1730 Hennepin Ave.; Commodore Hotel, St. Paul
Transmitter Location.....2508 Myrtle Ave., St. Paul
Time on the Air: 6 a.m. to 12 midnight; Saturdays, 6 a.m. to 12:30 a.m.; Sundays, 7:30 a.m. to 12 midnight
News Service .....INS
Transcription Service.....Associated Music Publishers
Representative.....The Foreman Company

Personnel

President .....C. J. Winton, Jr.
General Manager.....H. E. Westmoreland
Commercial Manager.....Fred F. Laws
Sales Promotion Manager.....Lynn Meyer
Program Director.....John Hirschboeck
Sports Director.....Harry McTigue
News Editor.....Melvin Nelson
Musical Director.....Verne Rooney
Engineering Supervisor.....Gene Brautigam
Technical Advisor.....Ogden Prestholdt

WE'RE STRIKING UP the BRAND!
NO magic wand is KSTPete's baton. Sales-wise, the "big stick" represents good radio. With our exclusive "Planalyzed Promotion" as a self-starter, good radio keeps the KSTP Brand-Wagon at the head of the sales parade here in the important Twin Cities Market.
Look over the KSTP Brand-Wagon's list of local, national spot and network passengers, remembering that only one thing keeps these advertisers aboard — results! Then climb on yourself for a real sales joy-ride.
KSTPete
Exclusive NBC Affiliate for the Twin Cities
KSTP
MINNEAPOLIS ★ ST. PAUL
50,000 WATTS ★ CLEAR CHANNEL
Represented Nationally by Edward Petry & Co.

WTCN

MINNEAPOLIS—EST. 1934

BLUE NETWORK

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
Owned By: Minneapolis Daily Times & St. Paul Dispatch-Pioneer Press
Operated By: Minnesota Broadcasting Corporation
Address.....Wesley Temple Building
Phone Numbers.....Main 6562; Nestor 8661
Transmitter Location: Snelling Road B. Rose Township
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation: St. Paul Dispatch-Pioneer Press; Minneapolis Daily Times
News Service .....AP
Transcription Service.....Associated Music Publishers
Representative.....Free & Peters

Personnel

President.....W. F. Johns
Station Manager.....C. T. Hagman
Commercial Manager...F. Van Konyneburg
Program Director.....Robert DeHaven
Publicity Director-Traffic Manager.Judy Bryson
Musical Director.....Frank Zdarsky
Chief Engineer.....Myron Fleming

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KSTP

ST. PAUL-MINNEAPOLIS—EST. 1924

NBC—NORTHWEST NETWORK

Frequency: 1500 Kc.....Power: 50000 Watts
Owned-Operated By.....KSTP, Inc.
Address.....Hotel Saint Paul (St. Paul), Hotel Radisson (Minneapolis)
Phone Number.....Cedar 5511 (St. Paul), Bridgeport 3222 (Minneapolis)
Transmitter Location.....County Road C and Highway 61
Time on the Air.....24 hours daily
News Service .....UP, Radio News Association
Transcription Service.....NBC Thesaurus, World Broadcasting, Lang-Worth, Standard Radio
Representative.....Edward Petry & Company

Personnel

President-General Mgr....Stanley E. Hubbard
Vice-President-Assistant Mgr.....K. M. Hance
Sales Manager.....Ray C. Jenkins
Program Director.....Corinne Jordon
Sales Promotion Manager.....Sam Levitan
Publicity Director.....Joseph O. Meyers
Farm Editor.....Hugh Aspinwall
News Editor.....John Verstreate
Artists' Bureau Head.....David Stone
Musical Director.....Leonard Leigh

WMIN

ST. PAUL & MINNEAPOLIS EST. 1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WMIN Broadcasting Company
Address.....1287 St. Anthony Ave. (St. Paul), 200 Hodgson Bldg. (Minneapolis)
Phone Number.....Nestor 6501 (St. Paul), Atlantic 6293 (Minneapolis)
Transmitter Location....1287 St. Anthony Ave.
Time on the Air: 6 a.m. to 12:30 a.m.; Saturdays, 6 a.m. to 1 a.m.
News Service .....AP
Transcription Service.....Standard Radio
Representative.....William G. Rambeau Co.

Personnel

President and General Mgr...Edward Hoffman
Sales Promotion Manager....Samuel N. Nemer
Program-Publicity Director.....Marilyn Powell
Production Manager-Chief Announcer, Frank Devaney
Musical Director.....Lillian Jones
Chief Engineer.....Warren Fritze

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KVOX

MOORHEAD—EST. 1937

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....KVOX Broadcasting Co., Inc.
Operated By....North Central Broadcasting System
Address..... Comstock Hotel
Phone Number..... 3-1523
Transmitter Location..14th St. and 12th Ave., South
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
News Service .....UP
Representatives: North Central Broadcasting System

Personnel

President .....John Boler
Station Manager.....M. M. Marget
Commercial Manager.....M. M. Marget
Program Director.....Arvid Johnson
Chief Engineer.....Dick Noble

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WCAL

NORTHFIELD—EST. 1922

Frequency: 770 Kc.....Power: 5000 Watts
Owned-Operated By.....St. Olaf College
Business Address.....St. Olaf College
Phone Number.....Northfield 770
Studio Addresses.....St. Olaf College, 408 So. Fourth St., Minneapolis
Time on the Air.....7:30 to Sunset, Shared with WLB

Personnel

President.....L. W. Boe
Director.....Martin Hegland
Station Manager.....M. C. Jensen
Program Director.....David Johnson
Musical Director.....Oscar Overby
Chief Engineer.....O. W. Haldorsen
(Non-Commercial Station)

KROC

ROCHESTER—EST. 1935

BLUE NETWORK
NBC—SOUTHERN MINNESOTA NETWORK
MINNESOTA RADIO NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Minnesota Broadcasting Co.
Address.....100 First Ave. Building
Phone Number.....3924, 3925
Transmitter Location....Highway 52, Cascade Township
Time on the Air: 6:30 a.m. to 12:30 a.m.; Sundays, 8 a.m. to 12:30 a.m.
News Service.....UP
Transcription Service
Standard Radio; NBC Thesaurus
Representative.....Radio Advertising Corp.

Personnel

President.....Agnes P. Gentling
Secretary.....Maxine Jacobs
Station Manager.....Gerald H. Wing
Commercial Manager.....Lew Potter
Program Director.....Cal Smith
Chief Engineer.....Fred C. Clark

KFAM

ST. CLOUD—EST. 1938

BLUE NETWORK
NBC—NORTHWEST NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....The Times Publishing Co.
Address.....Weber Building
Phone Number.....3330, 3331
Transmitter Location.....Military Highway
Time on the Air.....6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation.....St. Cloud Times
News Service.....UP
National Sales Office (Northwest Network)
Ray C. Jenkins, Radison Hotel, Minneapolis, Minn.
Representative (Northwest Network)
Edward Petry & Co.

Personnel

President-General Manager.....Fred Schilplin
Commercial Manager....Martin F. Lindemann
Promotion Manager-Program Director
Lucile Miller
Production Manager.....Hubert Warner
Chief Engineer.....Robert B. Witschen

WHLB

VIRGINIA—EST. 1936

NATIONAL BROADCASTING CO.
ARROWHEAD NETWORK

Frequency 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Head of the Lakes Broadcasting Co.
Address.....WHLB Bldg.
Phone Number.....2000
Transmitter Location.....16th and Sixth Ave.
Time on the Air.....6:30 a.m. to 11 p.m.
News Service.....UP
Representative.....George P. Hollingbery Co.

Personnel

President.....W. C. Bridges
Station Manager.....Greg Rouleau
Program Director.....Greg Rouleau
Chief Engineer.....Wayne Kestila

KWLM

WILMAR—EST. 1940

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Lakeland Broadcasting Company
Business Address.....Willmar, Minn.
Phone Numbers.....1340, 1310, 910
Studio Address.....Willmar War Memorial Auditorium
Transmitter Location.....Foot Lake
Time on the Air.....6 a.m. to 12 midnight
Transcription Service.....World Broadcasting System
Representative.....North Central Broadcasting System

Personnel

President-General Manager.....H. W. Linder
Program Director.....Willard Linder
Production Manager.....Earl Henton
Montevideo Studio Manager.....Gil Frayseth
Redwood Falls Studio Manager Mrs. Gerretson
Chief Engineer.....Verne Baumgartner

KWNO

WINONA—EST. 1938

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Winona Radio Service
Address.....216 Center St.
Phone Number.....3314
Transmitter Location.....831 Sarnia St.
Time on the Air.....Unlimited license
Newspaper Affiliation...Winona Republican-Herald
Transcription Service.....Standard Radio

Personnel

President.....M. H. White
General Manager.....L. L. McCurnin

MISSISSIPPI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WCBI

COLUMBUS—EST. 1940

KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Birney Imes, Jr.
Operated By.....Columbus Broadcasting Co.
Business Address.....Gilmer Hotel
Phone Number.....1313
Studio Addresses....Gilmer Hotel, Columbus; Ritz Theatre, West Point
Transmitter Location.....1st and Main Sts.
Time on the Air.....16 hours daily
Newspaper Affiliation...Columbus Commercial Dispatch
News Service.....AP
Transcription Service.....Standard Radio, Keystone Broadcasting System
Representative.....Sears and Ayer, Inc.

Personnel

Owner.....Capt. Birney Imes, Jr.
General Manager.....Bob McRaney
Commercial Manager.....James Eatherton
Program-Production Manager.....Bill McHan
Director of War Programs—Women's Programs.....Jane Burrous
News Editor.....John Brinn
West Point Studio Director.....Madge Moore
Chief Engineer.....Maxell Williams

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WJPR

GREENVILLE—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....John R. Pepper
Address.....107 So. Poplar
Phone Number.....1770
Transmitter Location.....North on Highway No. 1
Time on the Air.....7 a.m. to 9 p.m.; Sundays, 9 a.m. to 6 p.m.
News Service.....UP
Transcription Service.....Associated Music Publishers; Keystone Broadcasting System

Personnel

Owner.....John R. Pepper
Director.....Bert Ferguson
Commercial Manager.....Frank W. Baldwin
Program Director.....Bob Thompson
Publicity Director.....Sallie Kellner
Musical Director.....Rosie Mock
Chief Engineer.....R. L. Lee

WGRM

GREENWOOD—EST. 1938

MUTUAL BROADCASTING SYSTEM—
NATIONAL BROADCASTING SYSTEM—
MISSISSIPPI NETWORK—KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....P. K. Ewing
Address.....222 Howard Street
Phone Number.....1717
Transmitter Location.....North Greenwood
Time on the Air.....7 a.m. to 10 p.m.
Transcription Service..Keystone Broadcasting System
Representative.....Sears & Ayer, Inc.

Personnel

President.....P. K. Ewing
Station-Commercial Manager.....F. C. Ewing
Program Director.....Herb Abramson
Production Manager.....M. L. Henderson
Chief Announcer.....Billy Hand
Chief Engineer.....Gordon Clark

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WGCM

GULFPORT—EST. 1929

KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....WGCM, Inc.
Operated By.....Hugh O. Jones
Business Address.....Hewes-Martin Bldg.
Phone Number.....Gulfport 1111
Studio Addresses.....Hewes-Martin Bldg. (Gulfport); Tivoli Hotel (Biloxi)
Transmitter Location.....Arlington Heights
Time on the Air.....7 a.m. to 10 p.m.; Sundays, 10:30 a.m. to 8:30 p.m.
News Service.....INS
Representative.....Sears & Ayer

Personnel

President-Owner.....Hugh O. Jones
Sales Promotion-Production Manager Dell Crosby
Program Director-Chief Announcer Larry Holmes
Chief Engineer.....Donovan Murphy

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WFOR

HATTIESBURG—EST. 1926

NATIONAL BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Broadcasting Co.
Address.....302 Hemphill St.

Phone Number.....1866-67
Transmitter Location.....W. Seventh St. and 25th Ave.
Time on the Air.....6:30 a.m. to 11:05 p.m.
News Service.....UP
Representative.....Sears & Ayer

Personnel

President and General Manager...C. J. Wright
Program Director-Production Manager.....John T. Orr

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W J D X

JACKSON—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1300 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Lamar Life Insurance Company
Business Address.....Lamar Life Building
Phone Numbers.....2-1183 (Adv. Dept.), 2-2641 (Studios)
Studio Address.....Heidelberg Hotel
Transmitter Location.....U. S. Highway No. 51
Time on the Air.....Unlimited license
Transcription Service.....NBC Thesaurus; C. P. MacGregor
Representative.....George P. Hollingbery Company

Personnel

Station Manager.....Wiley P. Harris
Commercial and Advertising Manager, Allen Lacy, Jr.
Program-Musical Director...Maurice Thompson
Publicity Director.....Pat Halverson
Chief Engineer.....P. G. Root

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W S L I

JACKSON—EST. 1938

THE BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Standard Life Broadcasting Co.
Address.....Robert E. Lee Hotel, P. O. Box 1847
Phone Number.....3-2788
Transmitter Location.....Foot of High St.
Time on the Air.....6:30 a.m. to 11 p.m.
News Service.....INS
Transcription Service.....Standard Radio
Representative.....Sears & Ayer

Personnel

President.....Geo. W. Covington
Station Manager.....L. M. Sepaugh
Commercial Manager.....F. E. Wilkerson, Jr.
Sales Promotion Manager.....Maurice Wray
Program Director.....Ward Coleman
Chief Announcer.....Roy Weinedel
Chief Engineer.....C. A. Perkins

W A M L

LAUREL—EST. 1935

NATIONAL BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....New Laurel Radio Station, Inc.
Address.....535½ Central Ave.
Phone Number.....288
Transmitter Location.....Washington Road
Time on the Air.....6:30 a.m. to 10:15 p.m.
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Sears & Ayer

Personnel

President.....D. A. Matison
Station and Commercial Mgr.....H. M. Smith
Sales Promotion Manager...Granville Walters
Program Director.....Frank Holifield
Bookkeeper.....Sue Wilby
Chief Engineer.....Bruce Dennis

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W S K B

McCOMB—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...McComb Broadcasting Corp.
Business Address.....Box 111
Phone Number.....37
Studio Address.....McColgan Hotel
Transmitter Location.....Pike County
Time on the Air.....6 a.m. to 10 p.m.
News Service.....UP
Transcription Service....World Broadcasting System

Personnel

President.....Robert L. Sanders
General Manager.....George Blumenstock
News Director.....Charles White McGehee
Program Director.....Julia D. Blumenstock
Chief Announcer.....John Thompson, Jr.
Musical Director.....Mrs. B. L. Mathis
Chief Engineer.....Robert Louis Sanders

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W C O C

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM
MISSISSIPPI NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By....Mississippi Broadcasting Co., Inc.
Address.....Threefoot Building
Phone Number.....1042
Transmitter Location....Highway No. 45 North
Time on the Air.....7 a.m. to 11:30 p.m.
News Service.....UP

Personnel

General Manager.....D. W. Gavin
Program-Musical Director...Mrs. D. W. Gavin

WMIS

NATCHEZ—EST. 1941

MISSISSIPPI NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Natchez Broadcasting Co.
Operated By.....P. K. Ewing, Jr.
Address.....City Bank & Trust Co. Bldg.
Phone Number.....1515
Transmitter Location...Highway No. 61, North
Time on the Air.....7 a.m. to 9 p.m.
News Service.....INS
Transcription Service.....C. P. MacGregor

Personnel

President.....P. K. Ewing
Station Manager.....P. K. Ewing, Jr.
Commercial Manager.....B. O. Pennington
Program Director-Chief Announcer..James Day
Production Manager.....Norman Lawrence
Publicity Director.....Myra Boudreaux
Artists Bureau Head.....Marjorie Marx
Chief Engineer.....Thos. Patterson

WQBC

VICKSBURG—EST. 1931

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Delta Broadcasting Company, Inc.
Address.....Hotel Vicksburg
Phone Number.....312
Transmitter Location.....2½ miles S. E. of Vicksburg
Time on the Air.....11 to 12 hours daily
Newspaper Affiliation.....Vicksburg Evening Post; Vicksburg Morning Herald
News Service.....AP
Transcription Service.....World Broadcasting System

Personnel

President.....L. P. Cashman
Station Director.....O. W. Jones
Chief Announcer.....Loren Miller
Chief Engineer.....C. E. Drake

MISSOURI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KFVS

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Oscar C. Hirsch
Operated By.....Oscar C. Hirsch Battery & Radio Co.
Address.....324 Broadway
Phone Number.....2104, 2105
Transmitter Location.....3½ miles west of Cape Girardeau on Highway No. 61
Time on the Air: 6:30 a.m. to 10 p.m.; Sundays, 8 a.m. to 9 p.m.
News Service.....UP
Transcription Service.....Standard Radio, Lang-Worth
Representative.....John E. Pearson

Personnel

President-General Manager...Oscar C. Hirsch
Sales Manager.....Ralph L. Hirsch
Program Director.....Virginia Bahn

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KFRU

COLUMBIA—EST. 1925

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Star Times Publishing Company
Address.....Ninth and Elm Sts.
Phone Number.....4141-42
Transmitter Location.....1200 East Broadway
Time on the Air.....7:15 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.
Newspaper Affiliation.....Star Times Publishing Company
News Service.....AP, INS, UP
Transcription Service.....NBC Thesaurus
Representative.....Weed & Company

Personnel

President.....Elzey Roberts
Station Manager.....C. L. Thomas
Business Manager.....E. R. Welden
Program Director.....Foster H. Brown, Jr.
Commercial Manager.....J. W. Roth
Production Manager.....Harold Douglas
Chief Announcer.....Harold Douglas
Chief Engineer.....Robert Haigh

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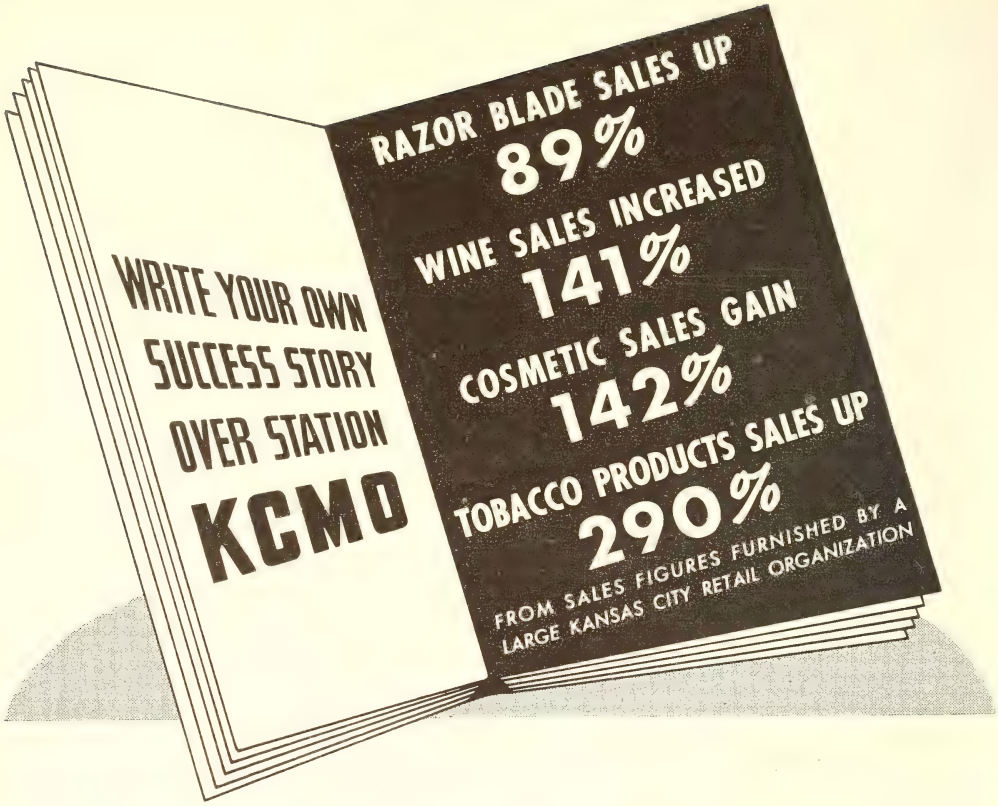
KHMO

HANNIBAL—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Courier Post Publishing Co.
Address.....102½ S. Main St.
Phone Number.....3450-51
Transmitter Location.....Lindell Ave.
Time on the Air.....6 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.



These are typical of the sales-success stories being written by radio promotion over Station KCMO, Kansas City. Products advertised consistently over Kansas City's popular Blue Network outlet are breaking sales records regularly.

KCMO combines the enviable drawing power of Blue Network shows with an ideal merchandising service that gets maximum results from Kansas City's expanding, booming wartime market.

Call on KCMO to help you write a success story for your product in Kansas City. You Can get complete details and a list of availabilities from any McGillvra office.

NATIONAL REPRESENTATIVE:
JOSEPH HERSHEY McGILLVRA

5000 WATTS

KCMO

1480 ON YOUR DIAL

BASIC BLUE NETWORK

Newspaper Affiliation.....Hannibal Courier-Post
News Service.....AP
Transcription Service.....Lang-Worth

Personnel

President.....E. L. Sparks
General Manager.....W. Earl Dougherty
Production Manager.....U. S. (Scotty) Smith
Musical Director.....George Lacey
Chief Engineer.....Warren E. McFadden

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KWOS

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Tribune Printing Co.
Business Address.....210 Munroe
Phone Number.....4000
Studio Address.....St. Mary's Blvd.
Transmitter Location.....St. Mary's Blvd.
Time on the Air.....Unlimited license
Newspaper Affiliation...Jefferson City Capitol News & Post Tribune
Transcription Service.....World Broadcasting System; Lang-Worth
Representative.....Sears & Ayer

Personnel

President.....R. C. Goshorn
Station Manager.....R. L. Rose

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WMBH

JOPLIN—EST. 1933

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Joplin Broadcasting Co.
Address.....Frisco Bldg., Sixth and Main Sts.
Phone Number.....330-1-2-3
Transmitter Location.....13th and Roosevelt
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation...Joplin Globe & News-Herald
News Service.....UP
Transcription Service.....World Broadcasting System
Representative.....Sears & Ayer

Personnel

President-Station Manager.....D. J. Poynor
Commercial Manager.....Bob Burke
Program Director.....Margaret Houston
Continuity Editor.....June Darby
Production Manager-Musical Director
Stella Lukens
News Editor.....Rob Roy Ratcliff
Chief Announcer.....Charles McIntire
Artists Bureau Head.....Abe Radunsky
Chief Engineer.....Richard Meek

KCMO

KANSAS CITY—EST. 1925

BLUE NETWORK

Frequency: 1480 Kc...Power: 5000 d., 1000 n.
Owned-Operated By.....KCMO Broadcasting Company
Address.....1515 Commerce Trust Building
Phone Number.....Victor 0900
Transmitter Location.....10th and Hardesty
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Associated Music Publishers,
Representative....Joseph Hershey McGillvra

Personnel

President.....T. L. Evans
General & Sales Manager.....Jack Stewart
Business Manager.....C. E. Breazeal
Program Director.....Dorothy Stewart
Production Managers.....Kenneth Heady, Margaret Hillias
Publicity-Sales Promotion Manager
Dave Brown
News Editor.....James Munroe
Musical Director.....Leigh Croven

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KMBC

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By .....Midland Broadcasting Co.
Address ..... Pickwick Hotel
Phone Number .....Harrison 2650
Transmitter Location....50th & Belinder Road
Time on the Air: 5:30 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
News Service.....AP; UP
Transcription Service: Lang-Worth; World Broadcasting System
Representative .....Free & Peters, Inc.

Personnel

President .....Arthur B. Church
Managing Director.....Karl R. Koerper
Director of Sales .....Sam H. Bennett
Promotion-Publicity Director.....Frank Barhyt
Merchandising-Research Director .....Mark N. Smith
Program Director.....Don Macon
Director of War Programs.....Gene Dennis
Production Manager.....Fran Heyser
Chief Announcer.....Gordon Haywood
Studio Director.....Kenneth Krahl
Artists Bureau Head....James W. McConnell
Musical Director.....P. Hans Flath
Chief Engineer.....A. R. Moler

KSD

CONTINUED *Leadership* in ST. LOUIS

KSD is the dominant news coverage station in St. Louis.

This is of first importance in war time. KSD is the only station in St. Louis with full-time—24-hour service—of both the Associated Press and Press Association, Inc. KSD is also the exclusive outlet in St. Louis for NBC network, with its world-famed commentators and trained correspondents in all the war centers of the globe.

KSD-NBC regular and special day and night programs feature the world's star entertainers.

KSD-NBC has continued holding this top-notch star-program supremacy since 1935. This is shown in the national poll selections of "Firsts" from 1935 through 1942. KSD-NBC has led all other St. Louis stations in "Firsts" without exception year after year.

These dominating listener appeal features have given KSD a decisive leadership in its value to sponsors who seek the most effective radio coverage of the rich St. Louis market.

KSD has a greater daytime population coverage area than any other St. Louis station.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD

WDAF

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....The Kansas City Star Company
Address.....1729 Grand Ave
Phone Number.....Harrison 1200
Transmitter Location.....82nd and Mission Road, Johnson County, Kans. ... ...
Time on the Air: Daily ex. Sunday, 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation...The Kansas City Star
News Service.....AP
Transcription Service.....Lang-Worth
Representative...Edward Petry and Company

Personnel

President.....Earl McCollum
Station Manager.....H. Dean Fitzer
Assistant Manager.....V. S. Batton
Commercial Manager.....R. Gardner Reames
Program Manager.....Harry J. Kaufmann
Chief Announcer.....Henry Carroll
Chief Engineer.....Joseph A. Flaherty

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WHB

KANSAS CITY—EST. 1922

MUTUAL
KANSAS STATE NETWORK

Frequency: 880 Kc.....Power: 1000 Watts
Owned-Operated By..WHB Broadcasting Co.
Address.....Scarritt Building
Phone Number.....Harrison 1161
Transmitter Location.....North Kansas City
Time on the Air.....Daytime license

Personnel

President.....Donald Dwight Davis
Station Manager.....John T. Schilling

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KWOC

POPLAR BLUFF—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....A. L. McCarthy, O. A. Tedrick, J. H. Wolpers d/b Radio Station K W O C
Address.....1801 North Main St.
Phone Number.....1310
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 8 a.m. to 6 p.m.
Newspaper Affiliation.....Poplar Bluff Daily American Republic
News Service.....AP

Personnel

Chief Executive.....O. A. Tedrick
General Manager.....P. H. Cunningham
Production Manager.....William R. Tedrick
Chief Announcer.....Joe Roman
Chief Engineer.....Don Lidenton

KFEQ

ST. JOSEPH—EST. 1924

BLUE NETWORK

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....KFEQ, Inc.
Address.....Schneider Building, 7th and Felix Streets
Phone Number.....4-0813
Transmitter Location.....5½ miles North Northeast of St. Joseph
Time on the Air.....24 hours daily
Newspaper Affiliation..St. Joseph News-Press, St. Joseph Gazette
News Service.....UP
Transcription Service.....NBC Thesaurus, Standard Radio
Representative.....Headley-Reed Company

Personnel

President-Station Manager.....Barton Pitts
Nat'l Advertising Manager..Glen G. Griswold
Publicity-Promotion Manager...J. Ted Branson
Program Director.....Harry Packard
Chief Engineer.....Fred H. Damm

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KMOX

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1120 Kc.....Power: 50000 Watts
Owned-Operated By...Columbia Broadcasting System, Inc.
Address.....401 South Twelfth Blvd.
Phone Number.....Central8240
Transmitter Location.....Lemay Ferry and Baumgartner Roads
Time on the Air.....Unlimited license
News Service.....AP, Transradio, UP
Transcription Service.....Associated Music Publishers; Lang-Worth
Representative.....Radio Sales

Personnel

General Manager.....Merle S. Jones
Assistant Manager.....Arthur Casey
Sales Manager.....Wendell B. Campbell, 2nd
Public Events Director.....Jerry Hoekstra
Program Director.....Blaine Cornwell
Continuity Editor.....Charles Barnhart
Accountant.....Robert F. DeVoe
Radio Sales Representative....Carter Ringlep
Publicity Director.....William Zalkin
Chief Engineer.....Harry Harvey

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KSD

ST. LOUIS—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 550 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Pulitzer Publishing Company
Address.....Twelfth and Olive Sts.
Phone Number.....Main 1111
Transmitter Location....Twelfth and Olive Sts.
Time on the Air.....5:30 a.m. to 12:30 a.m.

Newspaper Affiliation.....St. Louis Post-Dispatch
News Service .....AP
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative.....Free & Peters, Inc.

Personnel

President.....Joseph Pulitzer
General Manager.....George M. Burbach
Sales Manager.....Edward W. Hamlin

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K W K

ST. LOUIS—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc....Power: 5000 d., 1000 n. (CP 5000)
Owned-Operated By.....Thomas Patrick, Inc.
Address..Hotel Chase, Lindell & Kingshighway
Phone Number.....Rosedale 3210
Transmitter Location.....500 E. Logan, Baden Station, Baden, Mo.
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
News Service.....UP; Reuters
Transcription Service.....World Broadcasting System
Representative.....Paul H. Raymer Company

Personnel

President.....R. T. Convey
Station Director.....Ray E. Dady
Sales Manager.....V. E. Carmichael
Chief Announcer.....Martin Bowin
Program Director.....John Tinnea
Publicity Director.....Sue McCaslin
Musical Director.....Richard Hayes
Chief Engineer.....N. J. Zehr

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K X O K

ST. LOUIS—EST. 1938

BLUE NETWORK

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....Star-Times Publishing Company
Address.....12th and Delmar Blvds.
Phone Number.....CHestnut 3700
Transmitter Location.....Horse Shoe Lake, Madison County, Ill.
Time on the Air.....24 hours daily
Newspaper Affiliation.....St. Louis Star-Times
News Service.....INS; UP
Transcription Service.....Associated Music Publishers; Standard Radio
Representative.....Weed & Company

Personnel

Sales Manager.....Clarence G. Cosby
Promotion Manager.....Robert A. Seat
Program Director.....C. L. Thomas
Publicity Director.....Harry K. Renfro
Chief Engineer.....Art Rekart

W E W

ST. LOUIS—EST. 1921

Frequency: 770 Kc.....Power: 1000 Watts
Owned-Operated By...The St. Louis University
Address.....3642 Lindell Blvd.
Phone Number.....FRanklin 5665
Transmitter Location.....3642 Lindell Blvd.
Time on the Air.....Local sunrise-to-sunset
News Service.....INS
Transcription Service.....Standard Radio, Lang-Worth; Associated Music Publishers
Representative.....John E. Pearson

Personnel

President.....Rev. H. B. Crimmins, S.J.
General Manager.....Nicholas Pagliara
Program Director.....Don Lochner
Production Manager-Publicity Director .....Mark Thompson
Musical Director.....Ralph Stein
Chief Engineer....Brother George Rueppel, S.J.

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W I L

ST. LOUIS—EST. 1922

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Missouri Broadcasting Corp.
Address.....Melbourne Hotel
Phone Number.....Jefferson 8403
Transmitter Location....Grand & Lindell Blvds.
Time on the Air: 7 a.m. to 11:30 p.m.; Saturdays, 7 a.m. to 2 p.m.; Sundays, 8:30 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....Standard Radio, C. P. MacGregor, Lang-Worth
Representative.....William G. Rambeau Co.

Personnel

President and General Manager, Lester A. Benson
Vice-President.....Clarence W. Benson
Commercial Manager.....David Pasternak
Sales Promotion Manager....Claude C. Rock
Program Director.....Neil Norman
Publicity Director.....Mel Kampe
Musical Director.....Allister Wylie
Chief Engineer.....Chal H. Stoup

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K F U O

ST. LOUIS—EST. 1921

Frequency: 850 Kc.....Power: 5000 Watts
Owned By.....Evangelical Lutheran Synod of Missouri, Ohio and other states
Operated By....Board of Control of Concordia Seminary
Address.....801 DeMun Ave.
Phone Number.....DELmar 3030
Transmitter Location.....801 DeMun Ave.

Time on the Air.....Daytime license
News Service.....UP
Transcription Service.....Lang-Worth

Personnel

Station Manager.....Herman H. Hohenstein
Production Manager-Chief Announcer, Elmer Knoernschild
Accountant-Office Manager..William C. Krato
Director of Continuity.....L. Kenn Zank
Musical Director.....Theodore Hoelty-Nickel
Sports Editor.....Kenn Lawrence
Chief Engineer.....Carl H. Meyer

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KDRO

SEDALIA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Albert S. and Robert A. Drohlich d/b Drohlich Bros.
Address.....2100 W. Broadway
Phone Numbers.....4004, 4005, 4006
Transmitter Location.....2100 W. Broadway
Time on the Air.....6 a.m. to 10 p.m.
News Service.....UP
Transcription Service..Keystone Broadcasting System

Personnel

Station-Commercial Manager Robert A. Drohlich
Promotion Manager.....Albert S. Drohlich
Program Director.....William Davis
Chief Announcer.....Milton Dickey
Chief Engineer.....Bing G. Wong

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KGBX

SPRINGFIELD—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By..Springfield Broadcasting Co.
Address.....508 St. Louis St.
Phone Number.....1360-1-2-3
Transmitter Location.....Bolivar Road
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Springfield Newspapers, Inc.
News Service.....AP; UP
Transcription Service.....NBC Thesaurus, Standard Radio
Representative.....John E. Pearson

Personnel

President.....Tams Bixby, 2nd
General Manager.....Ralph D. Foster
National Sales Manager.....Leslie L. Kennon
Local Sales Manager.....J. Gordon Wardell
Promotion Manager....M. Wayland Fullington
Program Director.....Terry Moss
Director of War Programs....Ralph A. Nelms
Production Manager.....C. R. Black
Chief Engineer.....Fritz Bauer

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KTTS

SPRINGFIELD—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Independent Broadcasting Co.
Address.....Chamber of Commerce Bldg.
Phone Number.....4303
Transmitter Location...Chamber of Commerce Bldg.
Time on the Air: 6 a.m. to 12:02 a.m.; Sundays, 7 a.m. to 12:02 a.m.
News Service.....INS
Transcription Service.....World Broadcasting System
Representative..Howard H. Wilson Company

Personnel

President.....J. H. G. Cooper
Station Manager.....G. Pearson Ward
Commercial Manager.....Marvin Ward
Program Director.....Frank McAtee
Musical Director.....Frank Snipe
Chief Engineer.....Frank L. Barker

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KWTO

SPRINGFIELD—EST. 1933

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By..Ozarks Broadcasting Co.
Address.....508 St. Louis St.
Phone Number.....1360-1-2-3
Transmitter Location.....James River Club Road and Highway M
Time on the Air.....5 a.m. to midnight
Newspaper Affiliation.....Springfield Newspapers, Inc.
News Service.....AP; UP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson

Personnel

President and Station Mgr.....Ralph D. Foster
National Sales Manager.....Leslie L. Kennon
Local Sales Manager.....J. Gordon Wardell
Sales Promotion Manager.....M. Wayland Fullington
Program Director.....Terry Moss
Director of War Programs....Ralph A. Nelms
Production Manager.....C. R. Black
Chief Engineer.....Fritz Bauer

MONTANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KGHL

BILLINGS—EST. 1928

BLUE NETWORK—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Northwestern Auto Supply Co.
Address.....Fifth and North Broadway
Phone Number.....2222
Transmitter Location...6 miles west of Billings
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 9 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....The Katz Agency

Personnel

President.....C. O. Campbell
Station Manager.....Ed Yocum
Sales Promotion Manager.....E. E. Cooney
Program Director.....M. V. Braunberger
Publicity Director.....Lear Mucoy
Chief Engineer.....Jeff Kiichli

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KRBM

BOZEMAN—EST. 1939

BLUE NETWORK—NBC
Z-BAR NET

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..KRBM Broadcasters, Inc.
Address.....Baxter Hotel
Phone Number.....1420
Transmitter Location.....East of Bozeman
Time on the Air.....8 a.m. to 10 p.m.
News Service.....UP
Transcription Service.....Lang-Worth, Davis & Schwegler
Representative.....The Walker Co.

Personnel

President.....R. B. MacNab, Jr.
Station Manager.....Ernest A. Neath
Commercial Manager.....M. E. Dunn
Program Director.....L. L. Sterling
Chief Engineer.....Jack Provis

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KGIR

BUTTE—EST. 1929

NATIONAL BROADCASTING CO.
Z-BAR NET

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....KGIR, Inc.
Address.....Butte
Phone Number.....22-3-44
Transmitter Location.....Butte
Time on the Air.....Unlimited license
News Service.....UP
Transcription Service.....Lang-Worth; C. P. MacGregor
Representative.....The Walker Co.

Personnel

Manager.....Ed. B. Craney

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KFBB

GREAT FALLS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By...Buttrey Broadcast, Inc.
Address.....605 First National Bank Building
Phone Number.....4377, 4378
Transmitter Location..4½ miles west of Great Falls
Time on the Air: 7 a.m. to 11 p.m., Sundays, 9 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....NBC Thesaurus, Standard Radio
Representative.....Weed & Company.

Personnel

President.....F. A. Buttrey
General Manager.....Joseph P. Wilkins
Program Director.....LeRoy Stahl
Chief Engineer.....Wilbur Myhre

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KPFA

HELENA—EST. 1937

BLUE NETWORK
NATIONAL BROADCASTING CO.—Z BAR NET

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Peoples Forum of the Air
Address.....1306 Eleventh Ave.
Phone Number.....1240
Transmitter Location.....Helena
Time on the Air.....8 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Lang-Worth, NAB
Representative.....The Walker Co.

Personnel

President.....Barclay Craighead
Station Manager.....K. O. MacPherson
Chief Engineer.....R. D. Martin

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KGEZ

KALISPELL—EST. 1927

Frequency: 1340 Kc.....1000 Watts (C.P. 1460 Kc.; 1000 Watts)
Owned-Operated By.....Donald C. Treloar
Address.....203 - 1st Ave. E.
Phone Number.....332 (Office), Rural 3220 (Transmitter)
Transmitter Location.....2½ miles south of Kalispell, on Highway No. 93
Time on the Air.....7 a.m. to 10 p.m.
News Service.....UP

Personnel

General Manager.....Donald C. Treloar
Commercial Manager.....K. W. Montgomery
Program-Musical Director.....Don Treloar
Chief Engineer.....Donald Gorman

KRJF

MILES CITY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Star Printing Co.
Business Address.....13 N. Sixth St.
Phone Number.....60, 61
Studio Address.....U. S. Highway No. 212
Transmitter Location...U. S. Highway No. 212
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 10 a.m. to 9 p.m.
Newspaper Affiliation.....Miles City Star
News Service.....AP
Transcription Service....World Broadcasting; C. P. MacGregor; Keystone Broadcasting System

Personnel

General Manager.....W. F. Flinn
Station Manager.....Don Tannehill
Program Director.....R. D. Wilson
Chief Engineer.....H. W. Panchot

KGVO

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Mosby's Inc.
Address.....132 W. Front St.
Phone Number.....2155
Transmitter Location.....Highway No. 10
Time on the Air.....7 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
News Service.....UP
Representative.....Burns-Smith Co.

Personnel

President and Station Manager....A. J. Mosby
Assistant Manager-Program Director, James Alden Barber
Sales Manager.....Soc Vratis
Publicity Director.....John J. Campbell
News Editor.....Bill Strothman
News-Publicity Director.....John J. Campbell
Educational Director.....Ruth G. Schleber
Accountant.....Rogna Phelps
Traffic Manager.....Esther Christian
Chief Engineer.....Fred U. Wamble

KGCX

SIDNEY—EST. 1926

CBC—KEYSTONE BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....E. E. Krebsbach
Business Address.....Sidney, Mont.
Phone Number.....408
Studio Address.....Sucksdorff Bldg.
Transmitter Location.....4½ miles N. E. of Sidney
Time on the Air.....7 a.m. to 8:15 a.m.
Transcription Service.....Standard Radio

Personnel

President-Station Manager....E. E. Krebsbach
Commercial Manager.....Milton J. Severson
Chief Announcer.....Mel King
Musical Director.....Ronald W. Cook
Chief Engineer.....Otto E. Moates

NEBRASKA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KORN

FREMONT—EST. 1939

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Nebraska Broadcasting Corporation
Address.....Pathfinder Hotel
Phone Number.....1060, 1061
Transmitter Location....1 mile east of Fremont
Time on the Air.....6 a.m. to 10 p.m.
News Service.....AP
Representative.....Sears and Ayer, Inc.

Personnel

President.....Arthur Baldwin
Legal Counsel.....A. C. Sidner
General Manager.....Lloyd C. Thomas
Station-Commercial Manager.....Jack Luther
Program Director.....Clarice Allport
Chief Announcer.....William Talbot
Chief Engineer.....Lee Gustavson

KMMJ

GRAND ISLAND—EST. 1925

Frequency 750 Kc.....Power: 1000 Watts
Owned-Operated By.....KMMJ, Inc.
Address.....315½ North Locust St.
Phone Number.....703
Transmitter Location.....Phillips, Nebr.
Time on the Air.....Local sunrise to sunset
News Service.....UP
Transcription Service....Standard Radio; BMI
Representative.....Headley-Reed Co.

Personnel

President-General Manager.....Don Searle
Business Manager.....Wick Heath
Commercial Manager.....Bill Martin
Program Director-Chief Announcer, George Kister
Production Manager.....Dutch Woodward
Chief Engineer.....D. Swanson

KHAS

HASTINGS—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....The Nebraska Broadcasting Co.
Address.....Tribune Bldg.
Transmitter Location.....Tribune Bldg.
Time on the Air.....7 a.m. to 7 p.m.
Newspaper Affiliation..Hastings Daily Tribune
News Service.....AP
Transcription Service .....World Broadcasting System

Personnel

President.....Fred A. Seaton
Station Manager.....Duane L. Watts
Program Director-Chief Announcer Max Brown
Chief Engineer.....Duane B. Allison

KGFW

KEARNEY—EST. 1928

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Central Nebraska Broadcasting Corporation
Address.....Federal Annex Bldg.
Phone Number.....Executive office, 23541, Program Dept., 31551
Transmitter Location.....South Central Ave.
Time on the Air:.....6 a.m. to 10 p.m.
News Service.....AP
Representative.....Sears & Ayer, Inc.

Personnel

General Manager.....Lloyd C. Thomas
Station-Commercial Manager.E. Anson Thomas
Sales Promotion Manager.....Carl Argabrite
Program Director-Chief Announcer Harold Clark
Production Manager.....Maurice Wenzinger
Publicity Director.....Maxine Selover
Office Manager.....Betty Bishop
Farm Editor.....Arnold Kloxen
Chief Engineer.....Jack Lewis

KFAB

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc.....Power: 10000 Watts
Owned-Operated By.....KFAB Broadcasting Company
Address.....Hotel Lincoln
Phone Number.....2-3214
Transmitter Location....17th and Holdrege Sts.
Time on the Air.....5 a.m. to 12:05 a.m.
Newspaper Affiliation.....Nebraska State Journal, Lincoln Star
News Service.....INS; AP
Transcription Service.....Standard Radio
Representative.....Edward Petry & Co., Inc.

Personnel

Station Manager.....W. Judson Woods
Commercial Manager.....Arthur J. Weaver
Sales Promotion Manager.....Harry Walsh
Auditor-Office Manager.....Paul L. Dodd
Program Director.....Earl Williams
Production Manager.....Orth Wells
Publicity Director.....Naomi Wood
Continuity Head.....L. A. Miller
Traffic Manager.....Clara Rehn
Music Librarian.....Alene McKinney
Chief Engineer.....Mark Bullock

KFOR

LINCOLN—EST. 1924

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Cornbelt Broadcasting Coroporation
Address.....Hotel Lincoln
Phone Number.....2-3214
Transmitter Location.....4745 Vine St.
Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affiliation.....Nebraska State Journal, Lincoln Star
News Service.....INS; AP
Transcription Service.....Standard Radio
Representative.....Edward Petry & Co., Inc.

Personnel

General Manager.....Don Searle
Station Manager.....Jud Woods
Commercial Manager.....Arthur J. Weaver
Promotion Manager.....Harry Walsh
Auditor-Office Manager.....Paul L. Dodd
Publicity Director.....Naomi Wood
Continuity Head.....L. A. Miller
Traffic Manager.....Clara Rhen
Musical Director.....Edward E. Perrigo
Chief Engineer.....Mark Bullock

WJAG

NORFOLK—EST. 1922

Frequency: 1090 Kc.....Power: 1000 Watts
Owned-Operated By.....Norfolk Daily News
Business Address.....116 N. 4th St.
Phone Number.....432
Studio Address.....Hotel Norfolk
Transmitter Location...West Koenigstern Ave.
Newspaper Affiliation.....Norfolk Daily News
News Service.....AP

Transcription Service.....Lang-Worth
Representative.....The Walker Co.

Personnel

President.....Gene Huse
Station Manager.....Art Thomas
Chief Announcer.....Jay Baumann
Musical Director.....Harold Keine
Chief Engineer.....Frank Weidenbach

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KGNF

NORTH PLATTE—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Great Plains Broadcasting Co.
Address.....1521 West 12th St.
Phone Number.....295
Time on the Air.....7 a.m. until local sunset
News Service.....UP
Transcription Service.....C. P. MacGregor, Lang-Worth
Representative.....The Walker Co.

Personnel

President and Station Mgr.....W. I. LeBarron.
Program Director.....Genevieve Eaves
War Program Director.....Ernie Jaeggi
Chief Engineer.....J. B. Eaves

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KBON

OMAHA—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Inland Broadcasting Company
Address .....2027 Dodge Street
Phone Number.....Jackson 8282
Time on the Air.....6:30 a.m. to midnight
News Service .....AP
Transcription Service.....Lang-Worth
Representative.....William G. Rambeau Co.

Personnel

President.....John K. Morrison
Station Manager.....Marie Maher
Business Manager.....Paul R. Fry
Chief Announcer.....Dayton E. Heckman
Chief Engineer.....Richard Wina

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KOIL

OMAHA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By....Central States Broadcasting Co.
Address.....Omaha National Bank Bldg.
Phone Number.....Jackson 7626
Transmitter Location.....Council Bluffs, Iowa
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
Newspaper Affiliation.....Lincoln Star, Nebraska State Journal
News Service.....INS; AP
Transcription Service.....Standard Radio
Representative.....Edward Petry & Co.

Personnel

General Manager.....Don Searle
Sales Manager.....Arthur J. Weaver
Merchandising Manager.....Harry Walsh
Program Director-Production Manager
Harold Hughes
Musical Director.....Kermith Trimble
Chief Engineer.....Mark Bullock

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KOWH

OMAHA—EST. 1922

BLUE NETWORK

Frequency: 660 Kc.....Power: 500 Watts
Owned By.....World Publishing Co.
Operated By.....Omaha World Herald
Business Address.....15th and Farnam Sts.
Studio Address.....World Herald Bldg.
Transmitter Location...Northwest of Omaha
Time on the Air.....6 a.m. to local sunset
News Service .....UP
Transcription Service.....Standard Radio
Representative...George P. Hollingbery Co.

Personnel

President.....Henry Doorly
Station Manager.....Frank E. Shopen
Commercial Manager.....Louis A. Smith
Production Manager-Publicity Director
Ken Stuart
Chief Engineer.....F. E. Shopen, Jr.

•

WOW

OMAHA—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.Radio Station WOW, Inc.
Address..Insurance Building, 17th & Farnam Streets
Phone .....Webster 3400
Transmitter Location....56th & Kansas Avenue
Time on the Air.....24 hours daily
News Service..... UP
Transcription Service.....NBC Thesaurus; Lang-Worth; BMI; C. P. MacGregor
Representative.....John Blair & Company

Personnel

Station Manager.....John J. Gillin, Jr.
Promotion Manager.....Bill Wiseman
Personnel Director .....William Ruess
Program-Commercial Manager...Harry Burke
Production Manager.....Lyle DeMoss
Publicity Director.....Bill Wiseman
Director of News and Special Events .....Ray Clark
Sports Editor.....Tom Dailey
Musical Director.....Morton Wells
Chief Engineer.....Wm. J. Kotera

KGKY

SCOTTSBLUFF—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....L. L. Hilliard, Ruth K. Hilliard and R. M. Stewart
Operated By .....Hilliard Co.
Business Address .....1517 Broadway
Phone Number 856
Studio Address .....1517 Broadway; Alliance Hotel, Alliance Nebr.
Transmitter Location .....South Broadway
Time on the Air .....Unlimited license
Transcription Service .....NBC Thesaurus; Standard Radio

Personnel

President and Station Manager...L. L. Hilliard
Vice-President-Commercial Manager .....R. M. Stewart

NEVADA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KENO

LAS VEGAS—EST. 1940

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nevada Broadcasting Company
Business Address.....P. O. Box 1310
Phone Number 1400
Studio Address .....El Rancho Vegas
Transmitter Location.....El Rancho Vegas
Time on the Air.....8 a.m. to 10 p.m.
News Service..... INS
Transcription Service.....NBC Thesaurus
Representative.....Homer Owen Griffith

Personnel

President-Station Manager....Maxwell Kelch
Commercial Manager.....Goodloe McDowell
Program Director.....Ralph O. Dow

PA ORIGINATED

the extra service of the only press association Station Relations Department.

•

KOH

RENO—EST. 1930

BLUE NETWORK

NATIONAL BROADCASTING SYSTEM

Frequency: 630 Kc.....Power: 1000 Watts
Owned By.....The Bee Incorporated
Operated By .....McClatchy Broadcasting Company
Address.....143 Stevenson Street
Phone Number 5106-07
Transmitter Location.....County Road, Sparks, Nevada
Time on the Air: 6:45 a.m. to 12 midnight; Saturdays, 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation..The Sacramento Bee; Modesto Bee; Fresno Bee
News Service .....UP
Transcription Service .....Associated Music Publishers
National Sales Office.....Walter Davison, 366 Madison Ave., New York, N. Y.
Representative .....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station Manager-Chief Engineer..Hewitt Kees
Sales Manager.....Merrill Inch
Program Director.....Merle Snider
Production Manager.....Robert Regent

NEW HAMPSHIRE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WKNE

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....WKNE Corporation
Address.....17 Dunbar St.
Phone Number.....Keene 2080
Transmitter Location..... Stanhope Ave.
Time on the Air.....6:30 a.m. to 11:15 p.m.
News Service ..... UP
Transcription Service.....Lang-Worth
Representative .....Headley-Reed Co.

Personnel

President .....Harry C. Wilder
Station Manager.....David Carpenter
Commercial Manager.....Richard G. Bath
Program Director.....Robert M. Peebles
Publicity-Continuity Director....Evelyn Howe
Chief Announcer .....Ozzie Wade
Chief Engineer.....Howard Ayer

•

WLNH

LACONIA—EST. 1922

MUTUAL—YANKEE
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Northern Broadcasting Company
Address .....653 Main Street
Phone Number..... Laconia 501
Transmitter Location.....Sanbornton Bay Road, Sanbornton, N. H.
Time on the Air: 7:30 a.m. to 11:15 p.m.; Sundays, 8 a.m. to 11:15 p.m.
News Service ..... AP
Transcription Service .....NBC Thesaurus

Personnel

President..... Vernon Mason
General Manager.....Earle Clement
Program Director-Chief Announcer .....Sherwin Greenlaw
Director of Women's Activities.Marie Forsberg
Chief Engineer .....Louis Steady

•

WFEA

MANCHESTER—EST. 1932

NATIONAL BROADCASTING CO.
YANKEE NETWORK

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....N. H. Broadcasting Co.
Address....Carpenter Hotel, 323 Franklin St.
Phone Number.....7970; 7520
Transmitter Location.....Merrimack, N. H.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative: Weed & Co.; Bertha Bannan

Personnel

President .....Mrs. Henry P. Rines
Station Manager.....David F. Shurtleff
Commercial Manager.....Frank Betten
Sales Promotion Manager....Frederick Cole
Program Director-Production Manager Don Caswell
Chief Announcer.....Norman Bailey
Musical Director.....Roger Barrett
Chief Engineer.....Reginald A. B. Schow

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WMUR

MANCHESTER—EST. 1941

BLUE NETWORK

Frequency: 610 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By..Radio Voice of New Hampshire, Inc.
Address..... 1819 Elm Street
Phone Number 2090-2091
Transmitter Location.....Front Street
Time on the Air.....6:30 a.m. to 12 midnight
News Service..... AP
Transcription Service.....Associated Music Publishers
Representative....Joseph Hershey McGillvra; R. C. Foster & Company

Personnel

President .....Francis P. Murphy
Sales Manager.....Warren Brewster
Sales Promotion-Publicity Director..Edwin Gott
Program Director.....Phyllis Borden
Production Manager-Musical Director Bert Colter
Chief Announcer.....Armand La Pointe
Chief Engineer.....Vincent H. Chandler

184,245 Buyers

DEPEND UPON

WHEB

for

Primary DAYTIME Coverage

• All of these buyers are clustered within 27 miles of

Portsmouth, N. H.

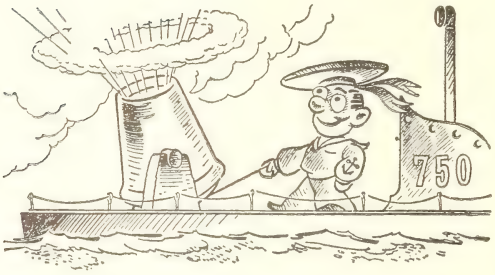
• $61,000,000-Plus Annual Navy Yard Payroll Alone!

1940 Census Shows
$108,613,000
Retail Sales
(1942 'way uP!)

WHEB

• **THE WALKER CO.**
New York City

• **BERTHA BANNAN**
Boston



BERT GEORGES, General Manager

WHEB

PORTSMOUTH—EST. 1932

Frequency: 750 Kc.....Power: 1000 Watts
Owned-Operated By.....WHEB, Inc.
Address.....Lafayette Road, U. S. Highway No. 1
Phone Number 2670
Transmitter Location....Lafayette Road, U. S. Highway No. 1
Time on the Air: 6 a.m. to hour after local sunset; Sundays, 7:45 a.m. to hour after local sunset
News Service..... AP
Transcription Service.....NBC Thesaurus
Representative.....The Walker Company; Bertha Bannon

Personnel

President .....R. G. LeTourneau
General Manager .....Bert Georges
Business Manager..... Martin Gunther
Program Director.....Winslow Bettinson
Production Manager-Publicity Director.....Dal Wyant
Chief Announcer.....Keith Boss
News Editor.....Carl Reed
Talent Director.....Bill Waters
Bookkeeper .....Alice Marr
Continuity Director.....Bob Athearn
Musical Director.....Katherine Gunther
Chief Engineer.....Paul Lindsay

NEW JERSEY

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WCAP

ASBURY PARK—EST. 1926

Frequency: 1310 Kc. .....Power: 500 Watts
Owned-Operated By .....Radio Industries Broadcast Company, Inc.
Business Address.....4 Convention Hall
Phone Number.....Asbury Park 1911-4682
Studio Address.....8-10-12 North Promenade Convention Hall
Transmitter Location.....W. Bangs Avenue, Neptune, N. J.
News Service..Local News; Christian Science Monitor News

Personnel

President .....George S. Ferguson
Station Manager.....V. N. Scholes
Technical Advisor.....Thomas F. Burley, Jr.
Program Director.....Ruth Brown
Chief Announcer.....Phillip O'Farrell
Musical Director.....G. H. Scott
Chief Engineer.....Gordon Shaw

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WBAB

ATLANTIC CITY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Press-Union Publishing Co.
Business Address.....1900 Atlantic Ave.
Phone Number 5-1111
Studio Address....Absecon Blvd. and Beach Thorofare
Transmitter Location: Absecon Blvd. & Beach Thorofare
Time on the Air.....7 a.m. to 12 midnight
Newspaper Affiliation: Atlantic City Press; Atlantic City Evening Union
News Service .....AP
Transcription Service .....NBC Thesaurus
Representative..... Headley-Reed Co.

Personnel

President .....Albert J. Feyl
Station-Business Manager Monroe L. Mendelsohn
Program Director.....Ralph Shoemaker
Chief Engineer .....Earle Godfrey

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WFPG

ATLANTIC CITY—EST. 1940

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Neptune Broadcasting Corporation
Business Address ..... Steel Pier
Phone Number 52188
Transmitter Location.....Steel Pier
Time on the Air.....7:30 a.m. to 1 a.m.
News Service.....UP
Transcription Service .....Associated Music Publishers
Representative.....Burn-Smith Company, Inc.

Personnel

President-General Manager....Edwin E. Kohn
Program Director.....Edgar A. Sweet
Musical Director.....Franklin Leary
Chief Engineer.....Blair K. Thron

WAAT

NEW JERSEY'S *First* STATION

970 ON THE DIAL

ON THE AIR 24 HOURS A DAY—

NEWARK EVENING NEWS—NEW JERSEY'S LEADING NEWSPAPER

PRESENTS NEWS ON THE HOUR, EVERY HOUR

DOLLAR FOR DOLLAR — THE BEST BUY*

IN AMERICA'S FOURTH LARGEST MARKET

Write, Wire, or Phone MItchell 2-6400

Executive and Sales Office: 15 Hill St., Newark, N. J.

*Pulse of New York Surveys

WSNJ

BRIDGETON—EST. 1937

KEYSTONE BROADCASTING SYSTEM
QUAKER NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Eastern States Broadcasting Corp.
Address ..... Bridgeton
Phone Number .....Bridgeton 1600
Transmitter Location .....Near Bridgeton
Time on the Air .....Unlimited license
Transcription Service: C. P. MacGregor; Lang-Worth

Personnel

President-Manager .....Howard S. Frazier
Commercial Manager .....Ovelton Maxey

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WCAM

CAMDEN—EST. 1926

Frequency: 1310 Kc.....Power: 500 Watts
Owned-Operated By.....City of Camden
Address .....City Hall
Phone Numbers.....Camden 0907-4523-9000
Transmitter Location....Civic Center, Camden
Time on Air: Sun. 10:15 a.m. to 12:30 p.m.; 3 to 5 p.m.; Mon., 10:30 a.m. to 11:30 a.m., 2 to 5 p.m., 8 to 12 midnight; Tues., 2 to 5 p.m.; Wed., 10:30 to 11:30 a.m., 2 to 5 p.m.; Thurs., 2 to 5 p.m.; Fri., 10:30 to 11:30 a.m., 2 to 5 p.m., 9 to 12 midnight; (No time Saturday)
News Service.....AP
Transcription Service.....Standard Radio

Personnel

Chief Executive....Mayor George E. Brunner
Station Manager-Chief Engineer
Clarence E. Onens
Sales Promotion Manager.....L. M. Maxwell
Program Director.....Elizabeth Renner
Production Manager-Chief Announcer
Harry Fleetwood
Publicity Director.....William Markward

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WAAT

JERSEY CITY—NEWARK—EST. 1920

NEW JERSEY STATE NETWORK

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By .....Bremer Broadcasting Corporation
Address .....11 Hill St., Newark
Phone Number.....Mitchell 2-6400
Studio Address.....Hotel Douglas, Newark
Transmitter Location.....Kearny
Time on the Air.....24 hours daily
News Service.....UP
Transcription Service.....World Broadcasting System
Representative .....William G. Rambeau Co.

Personnel

Executive Vice-President-General Manager
Irving Robert Rosenhaus
Vice-President in Charge of Sales,
A. B. Schillin
Vice President in Charge of National Sales
Victor Bennett
Program Director.....Jay Stanle
Director War Activities.....Roland Trenchard
Production Manager.....Lee Stewart
Traffic Manager.....Grace Reese
Comptroller .....Theodore Elkins
Assistant Sales Director.....E. S. Lennon
Musical Director.....Gus Steck
Technical Supervisor.....Frank V. Bremer

TELESCRIPTS

Widely sponsored, are available only on the special AP Radio News Wire.

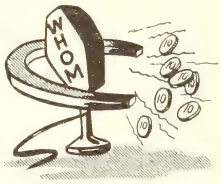
WE *Must* BE GOOD

to Turn in a Performance like This!

We could go about tootin' our own horn,—but it wouldn't make half as pretty music as a couple of plain and simple facts that we've rounded up. Are you listenin'? . . .

From September 15th to December 15th, 1942, WHOM did its darndest to help the War Bond Sale Campaign over the air waves. And—hold on to your hats—here's what happened . . .

Over this 3-month period, WHOM heaped up the phenomenal total of $1,553,675 in *direct bond sales* (not pledges or phone orders) . . . or over *40 times* the average showing of all stations! Exactly 10,571 individuals of foreign extraction—Jewish, Italian, Polish, German, Spanish, Lithuanian, Greek—travelled an average of 15.4 miles (with cash in pocket), passing other bond-selling points galore—to make their purchases *direct* at WHOM's studio in New York. The amount of the average sale was $141.11 . . . or *three times* the Federal Reserve average for the country. (One affluent listener toddled in and shelled out $5200 cold cash!) That means one thing: our listeners have *confidence* in us!



Want MORE Startling Statistics? . . . We've *plenty* . . . F'rinstance . . . a few WHOM announcements requesting contributions to the March of Dimes brought in a deluge of jack that totalled over $10,000 in no time.

So—what does it all prove?

It proves that WHOM has the audience . . . that the audience is gainfully employed, and has money to spend . . . and that this huge mass of buying-populace follows WHOM's messages just as eagerly as all those kids followed the Pied Piper.

This kind of listener loyalty has paid big dividends to advertisers using WHOM.

WHOM

THE BEST SELLER TO APPROXIMATELY 5 MILLION FOREIGN LANGUAGE LISTENERS IN THE N. Y. MARKET

AMERICA'S LEADING FOREIGN LANGUAGE STATION

New York Office and Studios—29 West 57th Street: Joseph Lang, Manager

WHOM

JERSEY CITY—EST. 1928

Frequency: 1480 Kc. ..Power: 1000 d.; 500 n.
Owned-Operated By....New Jersey Broadcasting Corporation
Business Address..29 W. 57th St., New York, N. Y.
Phone Number.....Plaza 3-4204
Studio Addresses..2870 Hudson Boulevard; 29 W. 57th St., New York City
Transmitter Location.....Washington Street
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 11:15 p.m.
News Service.....AP; INS
Transcription Service.....Lang-Worth; BMI

Personnel

President.....Paul F. Harron
General Manager.....Joseph Lang
Assistant Manager.....West W. Wilcox
Commercial-Sales Promotion Manager.....J. M. Compter
Program Director-Production Manager Jack Kelsey
Director of War Programs.....Charles Baltin
Chief Announcer.....William Fender
Publicity Director.....Fred Coll
Musical Director.....Joseph DeLuca
Chief Engineer.....Allison Burnham

WHBI

NEWARK—EST. 1922

Frequency: 1280 Kc...Power: 2500 d.; 1000 n.
Owned-Operated By .....May Radio Broadcast Corp.
Address .....100 Shipman Street
Phone Number .....Mitchel 2-7354
Transmitter Location..... Newark
Time on the Air.....Sundays A.M. and P.M.

Personnel

President-General Manager..James L. Shearer

•

WPAT

PATERSON—EST. 1941

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By....North Jersey Broadcasting Co., Inc.
Addresses.....115 Ellison St., Paterson; 1060 N. Broad St., Newark
Phone Numbers....Armory 4-3400 (Paterson); Mitchell 2-2122 (Newark)
Transmitter Location.....Clifton, N. J.
Time on the Air.....To local sunset
News Service .....UP
Transcription Service.....Associated Music Publishers

WPAT

"ON YOUR DIAL AT 93"

—for Metropolitan Coverage...

Call or Write:

SIDNEY J. FLAMM
Paramount Bldg.

1501 Broadway
PEnnsylvania 6-2945

National Sales Office.....1060 N. Broad St., Newark
New York Office.....1501 Broadway

Personnel

President.....James V. Cosman
Vice-President and General Manager Sidney J. Flamm
Commercial Manager .....A. Lewis King
Program Director.....Ted Webbe
Publicity Director.....Alma F. Graef
Chief Announcer.....Stephen Ellis
Chief Engineer.....Earl F. Lucas

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WBRB

RED BANK—EST. 1932

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Monmouth Broadcasting Co.
Address ..... 63 Broad St.
Phone Number 980
Transmitter Location .....Red Bank
Time on the Air..Shares Time with WFAS, WGBB

Personnel

President .....Thomas F. Burley, Jr.

PA ORIGINATED

the first news association

Press Relations Department

for the sole purpose of

promoting its affiliated

stations.

WTNJ

TRENTON—EST. 1923

QUAKER NETWORK

Frequency: 1310 Kc.....Power: 500 Watts
Owned-Operated By.....WOAX, Inc.
Address .....416 Bellevue Avenue
Phone Number 8149
Transmitter Location: Lincoln Point, Morrisville, Pa.
Time on the Air: 7 a.m. to 10:30 a.m., Mon. thru Sat.; 5 p.m. to 8 p.m. Mon. thru Fri.; Saturdays, 4 p.m. to 8 p.m.; Sundays, 5 p.m. to 8 p.m.
News Service..... UP
Transcription Service: Langworth; C. P. MacGregor; Davis & Schwegler
Representative....Joseph Hershey McGillvra

Personnel

Vice-President-General Manager..F. J. Wolff
Commercial Manager.....H. M. Gebert
Sales Promotion Manager .....Dave Rolonts
Program Director.....Walter Lewis
Director of War Programs...Marian Marshall
Production Manager.....Louis Jerome
Chief Announcer..... Robert Carroll
Chief Engineer.....Edward P. Knowles

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WTTM

TRENTON—EST. 1941

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By....Trent Broadcast Corp.
Address.....35 West State St.
Phone Number..... 6289
Transmitter Location.....Yardley, Pa.
Time on the Air..... Unlimited license

Personnel

President .....Charles Quinn
Executive Vice-President-Station Manager.....A. Harry Zoog
Program Director.....Milton T. March
Chief Engineer.....Blair K. Thron

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WAWZ

ZAREPHATH—EST. 1931

Frequency: 1380 Kc....Power: 5000 d.; 1000 n.
Owned By .....Pillar of Fire
Operated By.....Alma White College
Address ..... Zarephath
Phone Number .....Bound Brook 223
Transmitter Location..Alma White College, Zarephath
Time on the Air.....Shares time

Personnel

President .....Bishop Alma White
Vice-President-Secretary-Co-Manager .....Arthur K. White
Vice-President-Co-Manager ....Ray B. White
Chief Engineer.....N. L. Wilson
(Non-Commercial Station)

NEW MEXICO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KGGM

ALBUQUERQUE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By..New Mexico Broadcasting Company
Address .....Kimo Theatre Bldg.
Phone Number 4544
Transmitter Location .....Atrisco
Time on the Air:.....6 a.m. to 12 midnight
News Service.....Transradio; UP
Transcription Service....World Broadcasting System

Personnel

President .....A. R. Hebenstreit
Station Manager.....Harry Burdick
Sales Promotion Manager .....Jack Gurley
Program Directors
Baxter Gamble; David M. Segal
Musical Director-Chief Announcer.....Wendell Barcroft
Chief Engineer.....Leonard Dodds

KOB

ALBUQUERQUE—EST. 1920

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 770 Kc...Power: 50000 d.; 25000 n.
Owned-Operated By....Albuquerque Broadcasting Company
Address.....420 West Gold Avenue
Phone Number..... 4411
Transmitter Location...Alameda, New Mexico
Time on the Air:.....6 a.m. to 12 midnight
News Service .....INS, AP
Transcription Service.....NBC Thesaurus
Representative.....Free & Peters, Inc.

Personnel

President .....T. M. Pepperday
Manager ..... Frank Quinn
Program Director..... Van Haaften
Women's Editor .....Mary Hickox
Musical Director.....Bud Nelson
Chief Engineer.....Geo. S. Johnson

KAVE

CARLSBAD—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Carlsbad Broadcasting Co.
Address .....800 South Canal Street
Phone Number 244
Transmitter Location.....La Huerta, N. M.
Time on the Air .....7 a.m. to 9 p.m.
News Service ..... UP

Personnel

Station Manager.....Jack Hawkins
Commercial Manager .....Jack Evans
Chief Announcer .....Bob Shackelford
Chief Engineer.....David O. Crouch

KICA

CLOVIS

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated by.....DeWitt Landis
Address .....321 Main St.
Phone Number 3
Transmitter Location...10th at Hillcrest Park
Time on the Air .....7 a.m. to 8 p.m.
News Service ..... UP
Transcription Service.....Associated Music Publishers; C. P. MacGregor; Keystone Broadcasting System
Representative.....Forjoe & Co.

Personnel

President-Owner .....DeWitt Landis
Station-Commercial Manager .....Lee Biggs
Sales Promotion-Production Manager
Grady Maples
Salesmen.....Leola Randolph, S. A. Harral
Chief Engineer.....Vernon Hughes

KWEW

HOBBS—EST. 1938

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By .....W. E. Whitmore
Address .....Hardin Hotel
Transmitter Location .....Hobbs
Time on the Air .....Unlimited license
Transcription Service..C. P. MacGregor, Standard Radio; Keystone Broadcasting System

Personnel

President-Owner .....W. E. Whitmore
General Manager.....Chet L. Gonce

KFUN

LAS VEGAS—EST. 1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Southwest Broadcasters, Inc.
Business Address.....P. O. Box 710
Phone Number 83
Studio Address.....½ mile east of Las Vegas
Transmitter Location
½ mile east of Las Vegas
Time on the Air: 7 a.m. to 8 p.m.; Sundays, 11 a.m. to 6:30 p.m.
News Service ..... INS
Transcription Service.....Standard Radio

Personnel

President-Station Manager....E. N. Thwaites
Program Manager.....Dorothy G. Thwaites
Spanish Department Manager,
Henry R. Tafoya, Jr.
Chief Engineer.....A. F. Schultz

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KGFL

ROSWELL—EST. 1927

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....KGFL, Inc.
Address .....310 N. Richardson Street
Phone Number 288
Transmitter Location .....511 W. 16th Street
Time on the Air .....6:30 a.m. to 9 p.m.
Transcription Service .....C. P. MacGregor
Representative .....Tanz & Cox

Personnel

President-Station Manager ...W. E. Whitmore
Commercial-Sales Promotion Manager
John McBoyle
Program Director-Chief Announcer
Jack Whiteman
Chief Engineer .....Melvin Unger

KVSF

SANTA FE—EST. 1934

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....New Mexico Broadcasting Co.
Address .....759 Cerillos Road
Phone Number 2020
Transmitter Location .....Santa Fe
Time on the Air .....Unlimited license
Transcription Service .....World Broadcasting System; C. P. MacGregor

Personnel

President .....A. R. Hebenstriet

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KTNM

TUCUMCARI—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... Krasin-Krutzner Broadcasting Co.
Address ..... Tucumcari
Phone Number 192
Transmitter Location .....Tucumcari
Time on the Air .....Shares Time
Transcription Service.....Standard Radio
Representative .....Cox & Tanz

WOKO
CBS

WABY
MUTUAL

For low-cost coverage and control of the purse strings of the Albany Area—where the buying power is 18% above national average.

The RADIO CENTRE STATIONS

Albany — Troy — Schenectady
New York

National Representatives: J. P. McKinney & Son

NEW YORK

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WABY

ALBANY—EST. 1933

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Adirondack Broadcasting Co., Inc.
Address..... Radio Centre
Phone Number 4-4194
Transmitter Location.....Colonie, N. Y.
Time on the Air: 7 a.m. to 12:05 a.m.; Sundays, 7 a.m. to 12:05 a.m.
Newspaper Affiliation...Knickerbocker News
News Service..... Transradio
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Manager.....Harry Goldman
Sales Promotion Manager.....Paul Heisler
Program Director.....Johnny Lee
Musical Director.....Carl Miller
Chief Engineer.....James A. Corey

WOKO

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....WOKO, Inc.
Address ..... Radio Centre
Phone Number..... 4-4193
Transmitter Location.....Central Avenue
Time on the Air: 6:45 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
Newspaper Affiliation...Knickerbocker News
News Service ..... Transradio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Manager.....Harry L. Goldman
Sales Promotion Manager.....Paul Heisler
Program Director..... Johnny Lee
Musical Director.....Carl Miller
Chief Engineer.....O. A. Sardi

WMBO

AUBURN—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WMBO, Inc.
Address.....Metcalf Building, 141 Genesee St.
Phone Number 433
Transmitter Location.....Corner York and Division Streets
Time on the Air .....8 a.m. to 8 p.m.
Newspaper Affiliation.....Auburn Citizen-Advertiser
News Service ..... AP
Transcription Service .....Standard Radio

Personnel

President.....William O. Dapping
Station Manager.....Frederick L. Keesee
Musical Director .....Dorothy Bolin
Publicity Director .....Florence Bond
Chief Engineer.....Herbert House

WBTA

BATAVIA—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Batavia Broadcasting Corporation
Address .....90 Main Street
Phone Numbers.....715; 716; 2100
Transmitter Location .....Creek Road
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 9 a.m. to 9 p.m.
News Service .....UP
Representative .....Bogner and Martin

Personnel

President .....Edmund R. Gamble
Station Manager .....Joseph M. Ryan
Sales Manager.....Frederick R. MacLaughlin
Program Director .....Richard Driscoll
Chief Announcer .....Clive Dill
Chief Engineer .....Howard Cochran

WNBF

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1290 Kc..... Power: 5000 Watts
Owned-Operated By.....Wylie B. Jones Advertising Agency
Address .....Arlington Hotel
Phone Number.....Binghamton 2-3461
Transmitter Location .....Ingraham
Time on the Air .....Unlimited
News Service .....UP
Transcription Service ...World Broadcasting
National Sales Office Address..366 Madison Avenue, New York, N. Y.
Representative.....John Blair & Co.

Personnel

President .....John C. Clark
General Manager.....Cecil D. Mastin
Sales Promotion Manager.....Ewing Hawkins
Program Director.....E. Ray McCloskey
Production Manager .....Walter Roberts
Musical Director.....Donald Grey
Chief Engineer.....Lester H. Gilbert

WBYN

BROOKLYN—EST. 1941

Frequency: 1430 Kc...Power: 1000 d.; 500 n.
Owned-Operated By..... WBYN—Brooklyn, Inc.
Addresses: 132 W. 43rd St., N. Y. C.; 1 Nevins St., Brooklyn
Phone Number..BRyant 9-3773; TRiangle 5-3300
Transmitter Location.....583 Meserole St.
Time on the Air.....7 a.m. to 1 a.m.
News Service .....AP; INS

Personnel

Acting-General Manager....William Norins
Program Director.....Norman H. Warembud
Publicity Directors..... L. Goldin, A. Ford
Chief Announcer .....Alan Stratton
Office Manager..... Vivian Murgia
Musical Director.....Lee Grant
Chief Engineer.....Peter Testan

•

WBBR

BROOKLYN—EST. 1934

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By....Watchtower Bible & Tract Society, Inc.
Address .....124 Columbia Heights

AP

THRU

PA

WILLIAM NORINS
Gen. Mgr.

Executive Offices
132 W. 43rd ST., NEW YORK

Phone Number .....MAin 4-9735
Transmitter Location.....Rossville, Staten Island
Time on the Air..... Shares time

Personnel

Manager.....Andrew K. Wagner
(Non-Commercial Station)

•

WLIB

BROOKLYN—EST. 1942

Frequency: 1190 Kc.....Power: 1000 Watts
Owned-Operated By.....WLIB, Inc.
Address .....846 Flatbush Avenue
Phone Number.....INgersoll 2-1300
Transmitter Location.....Newtown Creek
Time on the Air: Daytime to one hour past local sunset
News Service .....UP
Transcription Service .....Associated Music
National Sales Office...RKO Bldg., New York
National Representative.....The Walker Co.

Personnel

President .....Elias Godofsky
Sales Manager.....Robert M. Scholle
Sales Promotion Manager.....Louis Berne
Program Director.....Paul Gould
Acting Production Manager.....Roger Wayne
Continuity Director.....Joan Sack
Publicity Director .....Walter Kaner
Chief Announcer .....Murray Jordon
Musical Director .....Waldo Mayo
Chief Engineer.....Arthur Faske

•

WBEN

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WBEN, Inc.
Address .....Hotel Statler
Phone Number.....CLeveland 6400
Transmitter Location.....Grand Island, N. Y.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 9 a.m. to 12 midnight
Newspaper Affiliation.....Buffalo Evening News
News Service.....PA; UP
Transcription Service.....NBC Thesaurus; Langworth
Representative.....Edward Petry & Co., Inc.

Personnel

President.....Edward H. Butler
Vice-President.....A. H. Kirchhofer
Station Manager.....Edgar H. Twamley
Commercial Manager ...C. Robt. Thompson

(SEE PAGE 290)

The Popular Classics with a blend of the Modern...and NEWS

WLIB gives New York what it likes BEST and wants MOST. The POPULAR CLASSICS WITH A BLEND OF THE MODERN and news . . . the kind of programs that keep Metropolitan New York, New Jersey, Connecticut radios tuned to 1190 ALL DAY, EVERY DAY!

WLIB has attained a prominent place in New York's press. Rave notices, reviews, and program listings recognize WLIB's unique program policy. And . . .

WLIB has already firmly established itself among New York's keenest LOCAL advertisers, who check results, *must get* results and BUY results. Alert national advertisers are following the parade to WLIB.

STILL Maintaining New York's LOWEST RATE for Effective Coverage of the huge Metropolitan buying market

RKO BUILDING, NEW YORK, Chicago Representative—The WALKER CO.

NEW YORK'S WLIB Clear Channel 1190 on your dial

"THE VOICE OF LIBERTY"

Director of Public Service Programs ..... Charles T. Harrell
Director of Sports ..... Jim Wells
Director of Women's Programs ..... Margaret Wilkinson
Pubilcity Director ..... Joe Haeffner
Musical Director ..... Danny Brittain
Chief Engineer ..... Ralph J. Kingsley

•

WBNY

BUFFALO—EST. 1935

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Roy L. Albertson
Address ..... 485 Main Street
Phone Number ..... Madison 4000
Transmitter Location ..... 154 Eagle Street
Time on the Air: 7 a.m. to 2 a.m.; Sundays, 9 a.m. to 12 midnight
News Service ..... Transradio; AP
Representative ..... William G. Rambeau Co.

Personnel

Owner and General Manager ..... Roy L. Albertson
Commercial Manager-Program Director ..... Virginia C. Fyda
Musical Director ..... Arthur Crosson
Chief Engineer ..... Thomas L. Vines

News Comes First

at

WBNY

★

Buffalo's only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Transradio Press and Associated Press service provides many outstanding beats . . . all Western New York follows WBNY's newscasts.

★

WBNY

Owned and Operated by
ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

WEBR

BUFFALO—EST. 1924

BLUE NETWORK

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... WEBR, Inc.
Address ..... 23 North Street
Phone Number ..... LIncoln 7133
Transmitter Location .... Larkin Terminal Bldg.
Time on the Air: 7a.m. to 12 midnight; Sundays, 8:30 a.m. to 12 midnight
Newspaper Affiliation .. Buffalo Courier-Express
News Service ..... UP
Transcription Service ..... NBC Thesaurus; Standard Radio
Representative ..... Weed & Company

Personnel

President ..... Paul E. Fitzpatrick
Station Director ..... C. Robert Thompson
Sales Manager ..... William Doerr, Jr.
Sales Promotion Manager ..... Albert H. Zink
Program Director ..... Peter Krug
Chief Engineer ..... Raymond Lamy

•

WGR

BUFFALO—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 550 Kc. .. Power: 5000 d.; 1000 n.
Owned-Operated By .... Buffalo Broadcasting Corp.
Address ..... Rand Bldg.
Phone Number ..... Washington 3100
Transmitter Location ..... Hamburg, N. Y.
Time on the Air ..... 6 a.m. to 2 a.m.
News Service ..... UP
Transcription Service .... World Broadcasting System; Associated Music Publishers
Representative ..... Free & Peters

Personnel

President ..... H. W. Deyo
Executive Vice-President ..... I. R. Lounsberry
Sales Manager ..... John A. Bacon
Chief Engineer ..... Karl B. Hoffman

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WKBW

BUFFALO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1520 Kc. ..... Power: 50000 Watts
Owned-Operated By ..... Buffalo Broadcasting Corp.
Address ..... Rand Building
Phone Number ..... Washington 3100
Transmitter Location ..... Hamburg, N. Y.
Time on the Air ..... 24 hours daily
News Service ..... UP
Transcription Service ..... World Broadcasting System; Associated Music Publishers
Representative ..... Free & Peters

Personnel

President ..... H. W. Deyo
Executive Vice-President ..... I. R. Lounsberry

Program Director.....Herbert C. Rice
Sales Manager.....John A. Bacon
Sales Promotion Manager.....R. McPherson
Chief Engineer.....Karl B. Hoffman

WENY
ELMIRA—EST. 1939
MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Elmira Star-Gazette
Business Address .....201 Baldwin St.
Phone Number 5181
Studio Address.....Mark Twain Hotel
Transmitter Location.....Schuyler Ave.
Time on the Air: 7:30 a.m. to 2 a.m.; Sundays, 9 a.m. to 2 a.m.
Newspaper Affiliation..Elmira Star-Gazette; Sunday Telegram; Elmira Advertiser
News Service .....UP
Transcription Service....World Broadcasting
Representative.....J. P. McKinney & Son

Personnel

Director.....Dale L. Taylor
Sales Manager.....Joseph M. Cleary
Commercial Manager.....Ernest F. Oliver
Program Director.....Woodrow Ott
Chief Engineer.....Thurlow A. Greene

WLAN*
ENDICOTT—EST. 1941

Frequency: 1450 Kc.....Power: 250 Watts (with 2 amplifiers)
Owned-Operated By.....Thomas J. Watson
Address ..... Endicott
Time on the Air .....Unlimited license

*Station had a construction permit at press-time and no further information was available.

WGBB
FREEPORT—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....H. H. Carman
Address.....44 So. Grove Street
Phone Number .....Freeport 2418
Transmitter Location.....215 Bedell Street
Time on the Air.....Shares time
Transcription Service .....NBC Thesaurus

Personnel

Owner and General Manager...H. H. Carman
Commercial Manager .....Neal Seaman
Chief Engineer.....Robert Milos

WHCU
ITHACA—EST. 1921
COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 1000 Watts
Owned-Operated By.....Cornell University
Business Address.....Ithaca Savings Bank
Phone Number 3438
Studio Addresses: Ithaca Savings Bank Bldg.; Campus Studio; Cornell Countryman Bldg.; Cornell Campus
Transmitter Location.....Forest Home, Ithaca
Time on the Air.....6:15 a.m. to sundown, New Orleans
News Service ..... UP
Transcription Service....World Broadcasting
Representative ....Joseph Hershey McGillvra

Personnel

Station Manager.....Michael R. Hanna
Commercial Managers.....H. Stilwell Brown, Bernard F. Goodrich
Sales Promotion Manager..Theodore T. Howes
Program Director.....Joseph A. Short
Chief Engineer.....True McLeans

WJTN
JAMESTOWN—EST. 1924
BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....James Broadcasting Company, Inc.
Address.....208 Hotel Jamestown Bldg.
Phone Number 7-151

For

RESULTS

In

Southwestern New York and Northwestern Pennsylvania

Ask

Radio Advertising Corporation

About

WJTN

Jamestown, N. Y.

•

Blue Network

Transmitter Location: Jones & Gifford Avenue and Hallock Street Extension
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....Associated Music Publishers
Representative .....Radio Advertising Corporation

Personnel

President.....Jay E. Mason
Vice-President-General Manager .....Simon Goldman
Promotion Manager-Program Director..... A. E. Spokes
Publicity Director .....Catherine Lindhstrom
Musical Director.....George Pfleeger
Chief Engineer.....Harold J. Kratzert

WKNY

KINGSTON—EST. 1939

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Kingston Broadcasting Corp.
Address .....Governor Clinton Hotel
Phone Number .....Kingston 4500
Transmitter Location.....Plainfield St., Ulster Township
Time on the Air.....7 a.m. to 11 a.m.
News Service ..... INS
Transcription Service...Keystone Broadcasting System
Representative.....William G. Rainbeau Co.

Personnel

President.....Benjamin F. Feiner, Jr.
Acting General Manager.....B. F. Feiner, Jr.
Commercial Manager.....George S. McGinley
Merchandising Manager....George Rosenberg
Chief Engineer.....M. S. Seimes

WALL

MIDDLETOWN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....Community Broadcasting Corp.
Business Address.....14 South St.
Phone Number.....Middletown 6050
Transmitter Location.....229 Monhagen Ave.
Time on the Air.....8 a.m. to midnight
News Service .....INS
Transcription Service...Keystone Broadcasting System

Personnel

Co-Presidents.....Elsie & Martin Karig, Sr.
Station Manager.....Martin Karig, Jr.
Commercial Manager.....Kathryn Haines
Sales Promotion Manager....James Abel, Jr.
Program Director.....Fred Germain, Jr.
Chief Announcer.....Stan Kramer
Musical Director.....Robert E. Lee

WGNY

NEWBURGH—EST. 1934

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Operated By .....WGNY Broadcasting Co., Inc.
Business Address .....161 Broadway
Phone Number 4600
Studio Addresses: 161 Broadway, Newburgh; 28 James St., Middletown
Transmitter Location....Chochecton Turnpike, Newburgh, N. Y.
Time on the Air...Local sunup to local sunset
Newspaper Affiliation: Speidel Newspapers, Inc.; Poughkeepsie New Yorker
Transcription Service....World Broadcasting System

Personnel

President.....Merritt C. Speidel
Station Manager .....Harold W. Cassill
Program Director.....Richard Crans
Chief Announcer.....Stanley F. Carey
Musical Director.....Jane Welch
Chief Engineer.....John Bondy

WABC

NEW YORK CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 880 Kc.....Power: 50000 Watts
Owned-Operated By..Columbia Broadcasting System, Inc.
Business Address.....485 Madison Avenue
Phone Number.....Wickersham 2-2000
Studio Addresses: 485 Madison Ave.; 49 E. 52nd St.; 1697 Broadway; 799 Seventh Ave.; 251 W. 45th St.; 254 W. 54th St.
Transmitter Location: Columbia Island, New Rochelle, N. Y.
Time on the Air:.....24 hours daily
News Service.....AP; INS; UP
Transcription Service.....Associated Music Publishers; Langworth Feature Programs
Representative..... Radio Sales

Personnel

President .....William S. Paley
General Manager.....Arthur Hull Hayes
Commercial Manager....Beverly M. Middleton
Sales Promotion Manager.....Jules Dundes
Program Director.....George Allen
Publicity Director.....George Crandall
Sales Service Manager.....Stanley H. Pulver
Manager of Program Operations .....G. Richard Swift
Chief Engineer .....Henry Grossman

(For additional personnel see listing of Columbia Broadcasting System, Inc., under networks.)

WBNX

NEW YORK—EST. 1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By....WBNX Broadcasting Co., Inc.
Address .....260 E. 161st Street
Phone Number .....MElrose 5-0333
Transmitter Location.....Carlstadt, N. J.
Time on the Air: Daily, 13½ hrs.; Sunday, 10½ hrs.
News Service ..... INS
Transcription Service.....Standard Radio
National Representative.....Forjoe & Co.

Personnel

President.....A. L. Haskell
Vice-President-General Manager.W. C. Alcorn
Secretary & Commercial Manager.W. I. Moore
Production Manager.....Edw. Ervin
Program Director.....Frank Johnson
Publicity Office .....Davis-Lieber
Musical Director.....Fred Mendelsohn

•

WEAF

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc.....Power: 50000 Watts
Owned-Operated By .....National Broadcasting Co.
Address .....30 Rockefeller Plaza
Phone Number .....CIrcle 7-8300
Transmitter Location....Port Washington, N. Y.
Time on the Air: 6:30 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
News Service .....AP; INS; UP
Transcription Service.....NBC Thesaurus, Standard Radio
Representative...NBC National Spot & Local Sales

Personnel

President.....Niles Trammell
Station Manager.....S. D. Gregory
Assistant Manager.....deLancey Provost
Program Manager.....Wynn Wright (NBC Eastern Division Program Manager)
Promotion Manager.....Shirley F. Woodell
Press Representative.....Leighton Blood
Farm Director.....Merton Emmert
Sales Manager....William O. Tilenius (Asst. Manager NBC Natl. Spot Sales)
Director of War Programs.....William Burke Miller
Chief Announcer.....Patrick J. Kelly
Musical Director.....Frank Black
Chief Engineer.....F. A. Wankel

W

B

N

X

The Most Intimate and Effective Sales Approach to America's Largest Markets.

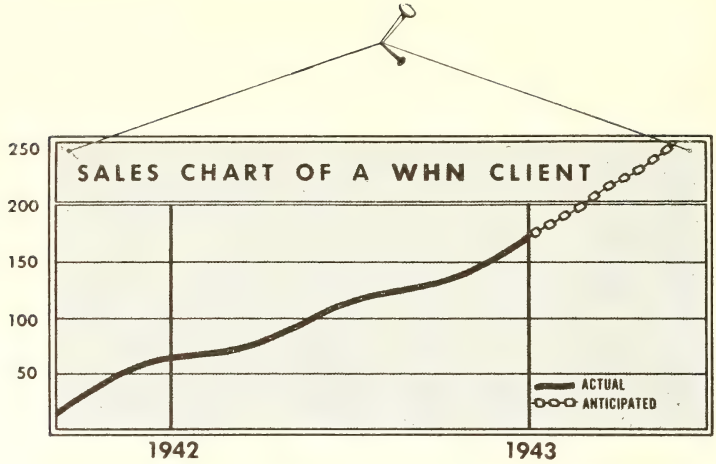
5000 Watts, 1380 Kc.

Directional Antennae

Blankets

Metropolitan New York

NEW YORK



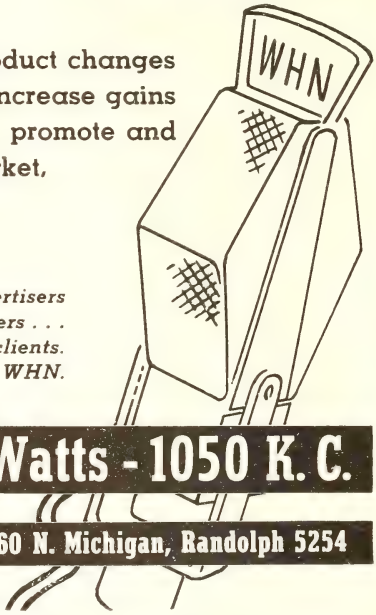
THE PRIME REASON...

More food advertisers...known to be among the shrewdest of buyers of radio time...spent more money on **WHN** in 1942 than ever before. This is glowing testimony to results brought by **WHN's** 50,000 watts, to a strong clear signal in an area housing 12% of the U. S. population, to **WHN's** delivery of extensive audiences...to **WHN's** programs.

For the prime reason for **WHN's** healthy increase in food billings, we refer you to the upward sales charts on the walls of our clients' offices...all of our clients, including those who sell cigarettes and drugs, war bonds and soap.

And in 1943...with marketing shifts and product changes ...you have reason to hold, consolidate...increase gains in America's biggest and richest market. To promote and protect your product in the New York market, use **WHN** and get ***prime results.***

In 1942 WHN welcomed 17 new food advertisers . . . 11 new drug and toilet goods advertisers . . . to its ever-expanding list of distinguished clients. 89 new clients "discovered" the power of WHN.



WHN - New York - 50,000 Watts - 1050 K. C.

1540 Broadway, Bryant 9-7800 • Chicago Office: 360 N. Michigan, Randolph 5254

WEVD

NEW YORK—EST. 1927

Frequency: 1330 Kc.....Power: 5000 Watts

Owned-Operated By .....Debs Memorial Radio Fund, Inc.

Address .....117 West 46th Street

Phone Number .....BRyant 9-2360

Transmitter Location.....Maspeth, L. I., N. Y.

Time on the Air: 7 a.m. to 10 a.m., 12 noon to 6 p.m. and 8 p.m. to 4 a.m.; no schedule Monday night

Personnel

Chairman of Board.....Adolph Held

Managing Director.....Henry Greenfield

Chief Announcer.....David Niles

Program Director.....George Field

Musical Director.....Nicholas Saslavsky

Chief Engineer .....Charles Brown

WHN

NEW YORK—EST. 1922

Frequency: 1050 Kc.....Power: 50000 Watts

Owned-Operated By.....Marcus Loew Booking Agency

Address .....1540 Broadway

Phone Number .....BRyant 9-7800

Transmitter Location .....East Rutherford, N. J.

Time on the Air.....6 a.m. to 2 a.m.

News Service.....UP; AP

Chicago Office ..... 360 N. Michigan

Personnel

Director.....Herbert L. Pettey

Station Manager.....Frank Roehrenbeck

Program Manager.....Fred Raphael

Production Manager.....Maurice Barrett

Comptroller.....Jacques Van Straten

Publicity Director.....A. Mike Vogel

Sales Promotion Manager...Herbert S. Chason

Night Manager.....Allan Zeo

Musical Director.....Don Albert

Chief Engineer.....Paul Fuelling

WEVD

5000 WATTS

1330 KILOCYCLES

NEW YORK'S STATION OF DISTINCTIVE FEATURES

IN

ENGLISH
JEWISH
ITALIAN

Henry Greenfield
Managing Director

117 West 46th St., New York

AP NEWS FOR RADIO

is available

exclusively through

PRESS ASSOCIATION, INC.

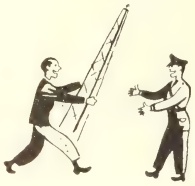
50 ROCKEFELLER PLAZA

NEW YORK, N. Y.

GOOD LISTENING AT ANY POWER!

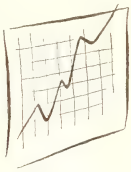
Because the War Department urgently needed radio equipment WINS volunteered its new 50,000 watt transmitter for war service.

Though happy to be patriotic, we couldn't suppress a quiet tear at this sudden blow to all our big-power planning.*



But our tear soon turned to a smile.

For it seemed that advertisers wanted WINS, with or without.



Thus this was our final score for '42:

NATIONAL ADVERTISER BILLING	UP	62.49%
LOCAL ADVERTISER BILLING	UP	9.25%
NEW ADVERTISERS		65

...which all seems to prove that WINS is good listening at any power

the new

wins

1000 ON YOUR DIAL

New York's Fastest Growing Station

*WINS WILL, OF COURSE, OPERATE ON 50 KW. AS SOON AS WAR ENDS

WINS · 28 West 44th Street, New York City · Bryant 9-6000

WINS

NEW YORK—EST. 1924

Frequency: 1000 Kc.....Power: 1000 Watts
Owned-Operated By .....Hearst Radio, Inc.
Address.....28 West 44th Street
Phone Number .....BRyant 9-6000
Transmitter Location.....Lyndhurst, N. J.
Time on the Air.....Unlimited License
Newspaper Affiliation: N. Y. Journal-American; N. Y. Daily Mirror
News Service ..... INS
Transcription Service ....World Broadcasting System; Standard Radio
National Representative.....Free & Peters, Inc.

Personnel

President (Hearst Radio, Inc.), Charles B. McCabe
Station Manager.....Cecil H. Hackett
Program Director.....John T. Adams
Traffic Manager.....Hazel Bowers
Chief Announcer.....Bill Harding
Musical Director..... Henry Sylvern
Chief Engineer.....Paul Von Kunits

WJZ

NEW YORK—EST. 1921

THE BLUE NETWORK

Frequency: 770 Kc.....Power: 50000 Watts
Owned-Operated By .....Blue Network Co., Inc.
Address .....30 Rockefeller Plaza
Phone Number.....CIrcle 7-5700
Transmitter Location.....Bound Brook, N. J.
Time on the Air.....24 hours daily
News Service .....AP; INS; UP
Transcription Service .....NBC Thesaurus
Representative .....Blue Network Co., Inc.

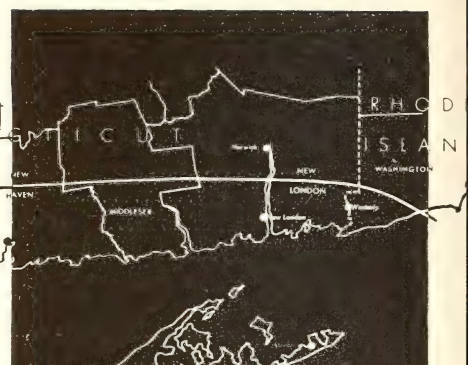
Personnel

President .....Mark Woods
Manager.....John H. McNeil
Sales Promotion Manager.....Thomas B. Ellsworth
Program Director.....Charles Barry
Production Manager.....Harry Frazee
Publicity Director.....John D. McTigue
Chief Announcer.....Ray Diaz
Night Manager.....George Hayes
Musical Director.....Joseph Rines
Chief Engineer.....George Milne

(For additional personnel see listings under The Blue Network in network section of this volume).

PA WAS
TWO YEARS
AHEAD

with the first, regular 24-hour radio news wire.



FROM ATLANTIC CITY TO POUGHKEEPSIE

FROM NEW JERSEY TO RHODE ISLAND

THE EASIEST SPOT TO FIND IS

WMCA

FIRST ON NEW YORK'S DIAL

570 kc.

America's Leading Independent Station

64 newspapers in this area regularly list WMCA programs . . . more than twice as many as list the next New York independent station.

REPRESENTATIVE: WEED & COMPANY · CHICAGO · DETROIT · HOLLYWOOD · BOSTON

WMCA

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WMCA, Inc.
Address ..... 1657 Broadway
Phone Number .....Circle 6-2200
Transmitter Location.....Kearney, N. J.
Time on the Air..... 6:45 a.m. to 1:15 a.m.
News Service ..... AP
Representative.....Weed & Co.

Personnel

Owner .....Edward J. Noble
President .....E. E. Anderson
Treasurer-General Manager.....C. N. Priaulx
Assistant Secretary-Theasurer, H. L. Morgan, Jr.
Vice-President in Charge of Sales.....Charles Stark
Sales Promotion Manager.....Lucy I. Towle
Program Director.....Garrett E. Hollihan, Jr.
Chief Announcer.....Joseph A. O'Brien
Director of News & Publicity...Leon Goldstein
Musical Director.....Jerry Sears
Chief Engineer.....Frank Marx

WNYC

NEW YORK—EST. 1924

Frequency: 830 Kc.....Power: 1000 Watts
Owned By .....City of New York
Operated By .....Municipal Broadcasting System
Address ..... Municipal Building
Phone Number .....Worth 2-5600
Transmitter Location.....10 Kent St., Brooklyn, New York
Time on the Air.....6 a.m. to 10 p.m.
News Service.....AP; INS

Personnel

Director.....M. S. Novik
Chief Announcer.....T. H. Cowan
Publicity Director.....Jack Goodman
Musical Director.....Herman Neuman

(Non-Commercial Station)

•

WAAT

(See New Jersey)

PA ORIGINATED

the extra service of the only press association

Station Relations Department.

FIRST IN NEW YORK

. . . more LISTENERS than any other *independent* station *in all surveys.*

. . . more NATIONAL ADVERTISERS than any other *independent* station.

. . . more money spent on WNEW than on any other *independent* station.

BUT LAST IN NEW YORK

. . . in cost per thousand families reached.

WNEW

501 Madison Avenue, New York, N. Y.
Serving New York and New Jersey 24 Hours a Day

Represented nationally by John Blair & Company

WNEW

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power 10000 Watts

Owned-Operated By....Greater New York Broadcasting Corporation

Address..... 501 Madison Avenue

Phone Number .....Plaza 3-3300

Transmitter Location.....Belleville Turnpike, Kearney, N. J.

Time on the Air: 24 hours a day—seven days a week

News Service ..... AP

Transcription Service .....World Broadcasting System

Representative: John Blair & Co.; R. C. Foster

Personnel

Station Manager .....Bernice Judis
Sales Manager .....Herman Bess
National Sales Manager.....Walter Duncan
Sales Promotion Manager.....John Fistere
Research Director..... Sidney Fishman
Special Events and Publicity Director, Jack Banner
Production Head.....William McGrath
Assistant to Manager.....Dorothy Andrews
Auditor .....Aaron Goldenberg
Assistant Publicity Director.....Lillian Zatt
Music Clearance Director .....James Rich
Sales Traffic Director.....May Clifford
Program Traffic Director.....Vita Kane
Chief Announcer .....John Jaeger
Musical Director.....Merle Pitt
Chief Engineer .....M. J. Weiner

TELESCRIPTS

. . . A PA INNOVATION

are complete scripts cued for music or sound effects, and moved on the special Radio Wire.

AP

WIDELY SPONSORED FROM COAST TO COAST

WOR

NEW YORK—EST 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
Owned-Operated By.....Bamberger Broadcasting Service
Business Address.....1440 Broadway
Phone Number.....Pennsylvania 6-8600
Studio Addresses....1440 Broadway; 214 W. 42nd Street
Transmitter Location.....Carteret, N. J.
Time on the Air: 24 hours daily; Sundays, 7:45 a.m. to 2 a.m.
News Service.....AP; Transradio; UP; General News Ticker (Sports)
Transcription Service.....WOR Electrical Transcription & Recording Service
Representatives: Paul A. Belaire (Boston); John Shelton & Robert Wood (Chicago); Edward S. Townsend (San Francisco)

Personnel

President.....Alfred J. McCosker
Vice president and general manager.....Theodore C. Streibert
Vice-President in Charge of Program Operations...Julius F. Seebach, Jr.
Vice-President in charge of Sales.....Rufus C. Maddux
Sales Manager.....Eugene S. Thomas
Commercial Program Manager....Albert Ross
Production Manager .....Arthur Whiteside
Director of Publicity.....Richard Pack
Director of Special Features and News, Dave Driscoll
Chief Engineer-Secretary.....J. R. Poppele
Director WOR Artists Bureau..Nat Abramson
Director of Sales Promotion.....Joe Creamer
Musical Director.....Alfred Wallenstein
Continuity Director.....Robert Simon

For Up-To-The-Minute

POPULATION AND RADIO HOMES STATISTICS AND DATA ON "SHIFTING POPULATIONS" IN THE UNITED STATES

Please turn to Pages 227-285

NETWORK INFORMATION

Please turn to Pages 289-321

FEDERAL COMMUNICATIONS COMMISSION

Please turn to Pages 193-205

NATIONAL ASSOCIATION OF BROADCASTERS

Please turn to Pages 898-910

No idea backed by the sound of WOR has ever failed to get results!

HOW advertisers are benefiting through the new WQXR-Time, Inc. collaboration:

Building upon a sound foundation of the best in music, WQXR has become a unique station. Good music has won WQXR a market all its own — a market in the heart of the world's greatest single concentration of purchasing power: The New York Metropolitan Area. Good music — as only WQXR programs it — is selling goods right now in this entire New York market for the smartest and biggest advertisers in America.

Recently, an added reason to boost WQXR's popularity was announced. The worldwide news-gathering facilities of TIME and LIFE and FORTUNE were added to WQXR — as an exclusive service. This has already meant further growth in audience size — and the right kind of audience, too. The combination of WQXR's and TIME's facilities is now making available programs at a cost that at present rates cannot be matched. Buy WQXR NOW and profit by an ever-increasing audience for your sales message.

WQXR NEW YORK
730 Fifth Avenue
CIrcle 5-5566

In Chicago, The Foreman Company, Wrigley Building, Delaware 1869

WQXR

NEW YORK—EST. 1934

Frequency: 1560 Kc.....Power: 10000 Watts
Owned-Operated By..Interstate Broadcasting Company, Inc.
Address .....730 Fifth Avenue
Phone Number .....CIrcle 5-5566
Transmitter Location..Maspeth, Long Island, N. Y.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8:30 a.m. to 12 midnight
News Service .....AP
Transcription Service...World Broadcasting System; Associated Music
Representative .....The Foreman Company

Personnel

President.....John V. L. Hogan
Executive Vice-President....Elliott M. Sanger
Vice-President in Charge of Sales, Hugh K. Boice
Sales Promotion Manager..Norman S. McGee
Program Director.....Eleanor N. Sanger
Publicity Director.....William R. Sears
Chief Announcer.....Albert Grobe
Musical Director.....Eddy Brown
Chief Engineer.....Russell Valentine

AP

NEWS FOR RADIO

is available exclusively through

•

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK, N. Y.

A TALE OF TWO MARKETS

...and one important radio station

Two markets are served by WOV...both vast...both rich... both responsive.

The first consists of the two million Italian-speaking Americans in the Metropolitan area who listen to WOV during the day...a market containing more Italian radio homes than ALL the radio homes in Pittsburgh, Buffalo and Cincinnati combined ...the largest Italian-language market in the world!

WOV's second market is Metropolitan New York itself...2,917,000 radio homes within WOV's night-time area who listen to such outstanding English programs as Alan Courtney and the "1280 Club"...Hans Jacob...Pan Americana...and many others.

But the important thing about these two markets is the low cost at which you can reach them over WOV.

Why not take out your typewriter and send us or Joe McGillvra a letter today!

*Source:
Walter P. Burn & Associates
U.S. Census, 1940

WOV.... FOR VICTORY

NEW YORK

Ralph N. Weil, Gen. Mgr.

ONE OF AMERICA'S IMPORTANT RADIO STATIONS

WOV

NEW YORK —EST. 1933

ATLANTIC COAST NETWORK

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By....Wodaam Corporation
Address .....730 Fifth Avenue
Phone Number .....Circle 5-7979
Transmitter Location.....Carlstadt, N. J.
Time on the Air: 7 a.m. to midnight Mon. thru Sat.
News Service .....UP
Transcription Service.....Associated Music Publishers
National Representative
Joseph Hershey McGillvra, Inc.

Personnel

Station Manager.....Ralph N. Weil
Commercial Manager.....Ralph Nardella
Publicity Manager.....Herbert Landon
Sales Promotion Manager.....H. Samuels
Program Director.....C. A. Porreca
Production Manager .....James Capozucchi
Artists' Bureau Director.....Syd Leipzig
Musical Director.....Paul Romeo
Chief Engineer.....Hillis W. Holt

WHLD

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By....The Niagara Falls Gazette Publishing Company
Address ..... Hotel Niagara
Phone Number 8421
Transmitter Location.....Lockport & Military Roads
Time on the Air.....Daytime license
Newspaper Affiliation.....Niagara Falls Gazette
News Service ..... UP
Transcription Service.....Lang-Worth; Standard Radio; C. P. MacGregor; Associated Music
Representative .....Headley-Reed Company

Personnel

General Manager.....Earl C. Hull
Commercial Manager.....Richard G. Robbins
Program Director .....Ruth Prindle
Musical Director.....Ernie Whistler
Musical Advisor .....Harold Bradley
Chief Engineer.....Robert Wilson

WSLB

OGDENSBURG—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....St. Lawrence Broadcasting Corp.
Address .....2315 Knox St.
Phone Number .....Ogdensburg 500
Transmitter Location.....2315 Knox St.
Time on the Air.....7 a.m. to 11 p.m.
News Service ..... UP
Transcription Service .....NBC Thesaurus
Representative .....DeLisser, Inc.

Personnel

President-Commercial Manager,
Joseph R. Brandy
Station Manager.....Harold J. Frank
Sales Promotion Manager.....Jack Paige
Program Director.....Harold Gilman
Musical Director.....Flo Beach Rowe
Chief Engineer.....Clifford Moore

WHDL

OLEAN—EST. Tupper Lake, 1928; Olean, 1934

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHDL, Inc.
Business Address: 601-619 Exchange National Bank Building
Phone Numbers.....Olean 4149; Transmitter, Olean 7597
Studio Address: 601-619 Exchange National Bank Building
Transmitter Location .....Alleghany, N. Y.
Time on the Air.....7 a.m. to midnight
Newspaper Affiliation .....Olean Times Herald
News Service .....UP
Transcription Service.....Standard Radio
Representative .....J. P. McKinney & Son

Personnel

President.....E. B. Fitzpatrick
Station Manager.....Thomas L. Brown
Program Director .....Virgil C. Booth
Chief Engineer.....Karl Haberman

WMFF

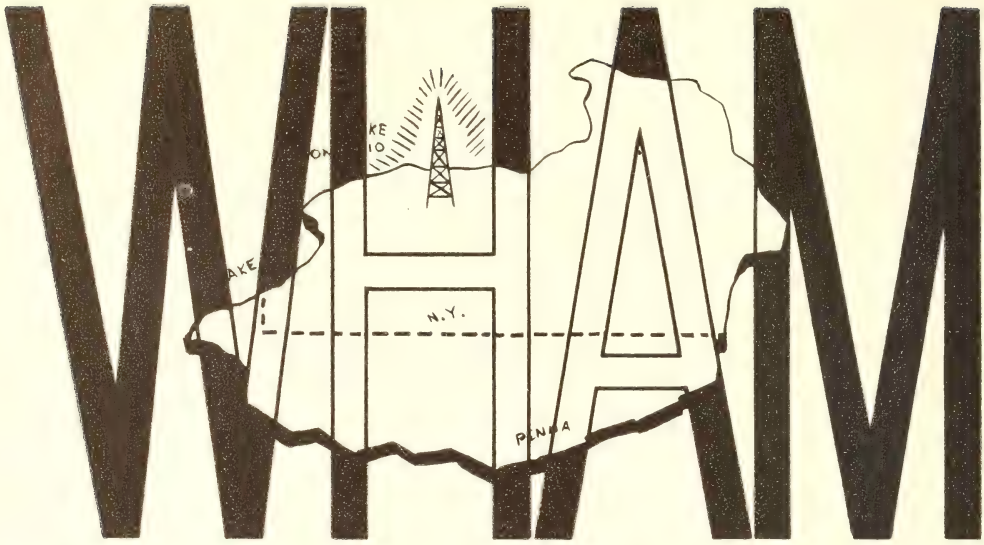
PLATTSBURG—EST. 1934

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Plattsburg Broadcasting Corporation
Address.....153 Margaret St.
Phone Number 1600
Transmitter Location.....Boynton Ave.
Time on the Air: 7 a.m. to 11 p.m.; Sunday, 8 a.m. to 11 p.m.
News Service .....UP
Transcription Service .....C. P. MacGregor
Representative....George P. Hollingbery Co.

Personnel

President-Station Manager...George F. Bissell
Commercial Manager.....Joel H. Schier
Program Director.....Jack Tierney
War Program Director.....Earl Sharland
Chief Engineer.....Jack Nazak



For effective buying influence in WHAMland

WHAM gives you effective buying influence where effective buying power is highest. WHAM gives you complete effective coverage of the entire Rochester trading area . . . *plus* . . . day-night primary coverage of the 43 counties where Western New York sales are made. Below are just a few WHAMland facts.

WHAMland's 140,518 farms give you a big rural market, big not only in size . . . but big, too, in the buying power that prosperous farming creates.

WHAMland's 17,787 neighborhood groceries make this rich 43-county area of Western New York and Northern Pennsylvania a super-market for food merchandising.

WHAMland's 437,775 telephone subscribers . . . on a party line that reaches out over 43 counties . . . help make WHAMland a better-than-average market for WHAM advertised goods.

WHAMland's 5,305 factories, now busy on war work, help create the balanced prosperity that makes year around urban buying power.

WHAMland's 1,422 drug stores are ready to serve, when the announcer on your show tells your listeners over WHAM to "ask your corner druggist."

WHAMland's 51,880 retail outlets are where the Western New York customers buy your products. WHAM reaches each of these individual trading areas.

Where your Western New York sales are made

WHAM

ROCHESTER, N. Y.

National Representatives: George P. Hollingbery Co. 50,000 Watts . . . Clear Channel . . . 1180 Kilocycles . . . Full Time . . . Affiliated with The Blue Network, Inc. and the National Broadcasting Co.

"The Stromberg-Carlson Station"

WKIP

POUGHKEEPSIE—EST. 1939

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Poughkeepsie Broadcasting Corporation
Address .....The Nelson House
Phone Number 6-800
Transmitter Location .....The Nelson House
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ..... AP
Transcription Service.....Standard Radio
Representative .....Headley-Reed Company

Personnel

President .....Richard E. Coon
General Manager .....Bruff W. Olin, Jr.
Program Director.....Ned Lynch
Continuity.....Eleanor Tarshis
Chief Engineer .....John Burke

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WHAM

ROCHESTER—EST. 1923

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1180 Kc.....Power: 50000 Watts
Owned-Operated By.....Stromberg Carlson Telephone Manufacturing Company
Business Address.....Carlson Rd.
Phone Number .....Stone 1862
Studio Address.....111 East Ave.
Transmitter Location.....Victor, New York
Time on the Air.....24 hours daily
News Service ..... UP
Transcription Service.....Lang-Worth; World Broadcasting System
Representative ....Geo. P. Hollingbery Co.

Personnel

Vice-President.....William A. Fay
Sales Manager.....J. W. Kennedy, Jr.
Sales Promotion Manager.....Truman Brizee
Program Director.....Chas. Siverson
Musical Director.....Eugene Zacher
Farm Director.....Tom Murray
Librarian .....Frank Seibold
Accountant.....Virginia Tobutt
Director of Home Economics....Hazel Cowles
Director of News & Sports.....Allen Sisson
Technical Supervisor.....Ken Gardner

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WHEC

ROCHESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....WHEC, Inc.
Address ..... 40 Franklin St.
Phone Number .....Stone 1320
Transmitter Location.....979 Mt. Read Blvd.
Time on the Air: 6:25 a.m. to 12:30 a.m.; Sundays, 8 a.m. to 12:30 a.m.; Saturdays, 6:25 a.m. to 1 a.m.
Newspaper Affiliation.....Gannett Newspapers, Inc.
News Service ..... INS
Transcription Service .....Associated Music Publishers
Representative .....J. P. McKinney & Son

Personnel

Vice-President .....Clarence Wheeler
Treasurer-General Manager..Gunnar O. Wiig
Commercial Manager .....L. C. Wheeler
Publicity Director.....Ross Woodbridge
Assistant Secretary.....Mary Carroll
Traffic Manager.....Elizabeth Gledhill
Chief Announcer.....Harry LeBrun
Musical Director.....Ken Sparnon
Chief Engineer.....Bernard C. O'Brien

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WSAY

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Brown Radio Service & Laboratories
Address.....Taylor Bldg., Main St.
Phone Number .....Stone 702
Transmitter Location.....Taylor Bldg.
Time on the Air: 6:30 a.m. to 12:30 a.m.; Saturdays, 6:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 12:30 a.m.
News Service ..... INS
National Sales Office: 366 Madison Avenue, New York, N. Y.

Personnel

President-Chief Engineer.....Gordon P. Brown
General Manager.....Mort Nusbaum
Program Director .....Harold Kolb
Sales Promotion Manager.....Elmer J. Walz
Publicity Director.....Harland Evans
Chief Announcer.....Frank Silva

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WNBZ

SARANAC LAKE—EST. 1937

Frequency: 1320 Kc.....Power: 100 Watts
Owned-Operated By ...Upstate Broadcasting Corporation
Business Address 100 Main St.
Phone Number..... 1320
Studio Addresses: 3 Olive St.; 100 Main St.
Transmitter Location.....3 Olive St.
Time on the Air.....Daytime license
Transcription Service.....Standard Radio

Personnel

President .....Carl F. Woese
Vice-President-General Manager .....H. Scott Killgore
Station-Commercial Manager...John F. Grimes

What's different... ABOUT THE CENTRAL NEW YORK MARKET?

In size, population, new war plants and buying power, Central New York is no different from 100 other key markets of the country that you'll find high-lighted in this issue.

The only thing that makes it different is the low cost by which it can be covered and sold with one radio station . . . and that station is WFBL. Investigate if you want to get the most out of your 1943 radio dollar.

To get the most out of your radio dollar in Central New York use . . .

WFBL

Syracuse, N.Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

FREE & PETERS, Inc. *Exclusive National Representatives*

WGY

SCHENECTADY—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 810 Kc.....Power: 50000 Watts
Owned-Operated By.....General Electric Company
Address .....1 River Road
Phone Numbers: 4-2211; 3-2121
Transmitter Location.....South Schenectady
Time on the Air.....6 a.m. to 1 a.m.
News Service.....UP; AP
Transcription Service.....NBC Thesaurus; Standard Radio
Representative ...National Broadcasting Co.

Personnel

President.....Gerard Swope
Manager of Broadcasting.....R. S. Peare
Station Manager.....Kolin Hager
Program Manager.....A. O. Coggeshall
War Program Director.....Victor Campbell
Sales Promotion Manager.....Herbert Haufler
Production Manager.....Victor Campbell
Press & Public Relations Director, W. T. Meenam
Accountant .....V. J. Hasche
Director of Agricultural Activities .....G. E. Markham
Artists Bureau.....Kolin Hager
Musical Director.....Gordon Randall
Station Engineer.....W. J. Purcell

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WAGE

SYRACUSE—EST. 1941

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By....Sentinel Broadcasting Corporation
Address ..... Loew Building
Phone Number 2-0277
Transmitter Location.....Liverpool, N. Y.
Time on the Air: 6 a.m. to midnight; Sundays, 8 a.m. to midnight
News Service ..... AP
Representative .....Edward Petry & Co., Inc.

Personnel

President .....Frank C. Revoir
Station Manager .....William T. Lane
Merchandising Director.....Arnold Bowden
Musical Director.....Thelma Jean McNeill
Chief Engineer.....Charles Brannen

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WFBL

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....Onondaga Radio Broadcasting Corporation
Address ..... Onondaga Hotel
Phone Number 2-1147
Transmitter Location .....Collamer, N. Y.
Time on the Air: 6:15 a.m. to 12:05 a.m.; Sunday 8 a.m. to midnight
News Service ..... INS
Transcription Service ....World Broadcasting System
Representative .....Free & Peters

Personnel

President.....S. H. Cook
Vice-President-General Manager .....Samuel Woodworth
Vice-President-Merchandising Manager .....Robert G. Soule
Commercial Manager.....Charles Phillips
Program Director.....George Perkins
Publicity Director.....Harvey Sanderson
Control Room Supervisor....Walter L. Stonger
Transmitter Supervisor .....James Kelley
Musical Director.....Raymond Gantter
Chief Engineer.....A. R. Marcy

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WOLF

SYRACUSE—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Civic Broadcasting Corporation
Address .....Chimes Building
Phone Number 2-7211
Transmitter Location .....Van Rensselear and Kirkpatrick Streets
Time on the Air.....Unlimited license
Representative .....Burn-Smith Co.

Personnel

President-Commercial Manager..T. S. Marshall
Program Director.....Hamilton Woodle
Chief Engineer.....David Foote

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WSNY

SCHENECTADY—EST. 1942

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..... Western Gateway Broadcasting Corp.
Address.....Plaza Theater Bldg.
Phone Number.....Schenectady 3-3622
Transmitter Location...Campbell & Rice Rds., Totterdam, N. Y.
Time on the Air.....Unlimited license
Transcription Service.....Langworth

Personnel

Vice-President & General Manager.....George R. Nelson
Program Manager.....Edward F. Flynn

WSYR

SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By .....Central New York Broadcasting Corporation
Address .....224 Harrison Street
Phone Number 3-7111
Transmitter Location.....2341 Valley Drive
Time on the Air.....24 hours daily
News Service ..... UP
Transcription Service: Associated Recorded Program Service; Lang-Worth
Representative.....Paul H. Raymer Company

Personnel

President.....Harry C. Wilder
Vice-President.....Fred R. Ripley
Treasurer.....N. L. Kidd
Sales Promotion Manager.E. R. Vadeboncoeur
Program Director.....Lansing B. Lindquist
Artists' Bureau Head.....Fred Jeske
Chief Announcer.....Bill Rothrum
Musical Director.....Charles Thomas
Chief Engineer.....Armand Belle Isle

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WHAZ

TROY—EST. 1922

Frequency: 1330 Kc.....Power: 1000 Watts
Cwned-Operated By.....Rensselaer Polytechnic Institute
Address ..... 110 Eighth St.
Phone Number ..... Troy 6810
Transmitter Location.....110 Eighth St.
Time on the Air.....Shares time

Personnel

President.....Dr. W. O. Hotchkiss
Station Manager.....W. J. Williams

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WTRY

TROY—EST. 1940

BLUE NETWORK

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....Troy Broadcasting Co., Inc.
Address ..... 92 Fourth St.
Phone Numbers.....Troy 2100; Albany 4-2500
Transmitter Location .....Boght Corners
Time on the Air: 6:45 a.m. to midnight; Sunday, 8 a.m. to 12 midnight
News Service ..... UP
Transcription Service ....World Broadcasting System; Lang-Worth
Representative .....Paul H. Raymer Co.

Personnel

President.....Col. H. C. Wilder
Manager.....Fred R. Ripley
Commercial-Sales Promotion Manager, William A. Riple
Program Director....W. Woodbury Carter, Jr.
Publicity Director.....Thomas Armstrong
Musical Director.....Robert Hicks
Chief Engineers...Wm. Watson, W. J. Lardner

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WIBX

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WIBX, Inc.
Address ..... First National Bank Bldg.
Phone Number 2-2101
Transmitter Location.....Schuyler St., Marcy, N. Y.
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service ..... INS
Transcription Service.....World Broadcasting System
New York Sales Office.....485 Madison Ave.
Representatives.....Virgil Reiter & Co. (Chicago); Walter Biddick Co. (West Coast); Bertha Bannan (Boston)

Personnel

President-Treasurer .....Margaret Bowen
ExecutiveVice-President ..... Elliott Stewart
National Sales-Merchandising Manager .....N. W. Cook
Local Sales Manager.....S. B. Hawkins
Production Manager.....Michael Carlo
Director of Children's Activities, Betty Cushing Griffin
Continuity Chief.....Scott Garfield
Office Manager .....Gladys Moore
Musical Director.....Walter Griswold
Chief Engineer.....J. T. Dowdell

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WATN

WATERTOWN—EST. 1941

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Watertown Broadcasting Corporation
Business Address.....Woolworth Bldg.
Phone Numbers: .....Studios 2424; Commercial Office, 975
Studio Address .....118 Washington St.
Transmitter Location .....118 Washington St.
Time on the Air.....7 a.m. to 11:15 p.m.
News Service .....AP
Transcription Service .....Standard Radio

Personnel

President .....G. Harry Righter
National Sales Manager....Alfred Dinsdale
Program Director-Chief Engineer.....Vernice E. Baxter

WWNY

WATERTOWN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....The Brockway Company
Address.....Hotel Woodruff, Public Square
Phone Number..... 4-120
Transmitter Location.....Ives St. Extension
Time on the Air: 7 a.m. to midnight; Sunday, 8 a.m. to midnight
Newspaper Affiliation.....Watertown Daily Times
News Service .....UP
Transcription Service.....World Broadcasting System; Radio Advertising Corp.

Personnel

President .....Harold B. Johnson
Station Manager.....Thomas E. Martin
Commercial Manager.....Louis Saiff, Jr.
Sales Promotion-Publicity Manager.....Thomas R. McHugh
Program Director.....Jean Clos
Production Manager-Chief Announcer .....Robert Mowers
Traffic Manager.....Kathleen P. Buck
Chief Engineer.....Maynard B. Davis

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WFAS

WHITE PLAINS—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Westchester Broadcasting Corp.
Address .....Roger Smith Hotel
Phone Number .....White Plains 6400
Transmitter Location.....Roger Smith Hotel
Time on the Air.....Unlimited license
News Service..... AP
Transcription Service ....World Broadcasting System; Lang-Worth
Representative .....Headley-Reed Co.

Personnel

President.....J. Noel Macy
V-P-Managing Director.....Frank A. Seitz
Program-Musical Director.....Ran Kaler
Chief Engineer .....Harry C. Laubenstein

WWRL

WOODSIDE—EST. 1926

Frequency: 1600 Kc.....Power: 250 Watts; (C. P. 5,000)
Owned-Operated By.....Long Island Broadcasting Corporation
Address..... 41-30 58th Street
Phone Number .....NEwtown 9-3300
Transmitter Location.....41-30 58th St., Woodside, L. I.
Time on the Air.....8 a.m. to midnight
News Service .....AP
Transcription Service .....Lang-Worth, Forjoe & Co.

Personnel

President .....William H. Reuman
Asst. General Manager.....Edith Dick
Program Director.....Dud Connolly
Chief Engineer.....William H. Reuman
Night Studio Manager.....Fred Barr
Chief Announcer.....Lou Cole
Musical Director.....Adolph Gobel

WFAS...

A Class Station in A Class Market

Ask for our new coverage data, showing how you can reach the rich Westchester Market at an amazingly low per capita cost!

WFAS *in Westchester*

Roger Smith Hotel
White Plains

Represented by
HEADLEY-REED COMPANY
420 Lexington Ave.
New York

NORTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WISE

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.
BLUE NETWORK
BLUE RIDGE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....WISE Broadcasting Co.
Operated By.....Radio Station WISE, Inc.
Address ..... Langren Hotel
Phone Number 1213
Transmitter Location .....Langren Hotel
Time on the Air.....128 hours weekly
News Service ..... INS
Transcription Service.....Standard Radio
National Representative.....Burn-Smith Co.

Personnel

President-Station Manager.....Harold Thoms
Commercial Manager.....Baxter Barkley
Program Director .....Ken Beachboard
Chief Engineer.....Charles Sumner

WWNC

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc.....Power: 1000 Watts (C.P. 5000)
Owned-Operated By.....Asheville Citizen-Times Co., Inc.
Address .....14 O'Henry Avenue
Phone Number 5500
Transmitter Location..... Flatiron Building
Time on the Air.....Unlimited license
Newspaper Affiliation.....Asheville Citizen-Times
Transcription Service.....Lang-Worth; C. P. MacGregor; Associated Music Publishers

Personnel

Executive Director.....Don S. Elias

WBBB

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM
NORTH CAROLINA & SOUTHERN NETWORKS
KEYSTONE BROADCASTING SYSTEM

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Alamance Broadcasting Company, Inc.
Address .....310½ South Main St.
Phone Numbers 2730; 2731
Transmitter Location.....Elon Road (West Front Street Extension)
Time on the Air.....6:30 a.m. to local sunset
News Service.....UP; AP
Transcription Service.....Standard Radio; Keystone

Personnel

Managing Director.....E. Z. Jones
Commercial Manager.....Dave Taylor
Program Director.....Paul Huddleston
Publicity Director.....(Miss) Johney Wagner
Sales Promotion Manager.....Al Drew
Musical Director.....Jack O'Ferrel
Chief Engineer.....James Beatty

WAYS

CHARLOTTE—EST. 1942

THE BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By.Inter-City Advertising Co.
Address .....120 E. Third St.
Phone Numbers..... 37173 (office); 36189 (studio-transmitter)
Transmitter Location .....Oakdale
Time on the Air.....6:30 a.m. to 12 midnight; Sunday 8 a.m. to midnight
News Service .....INS
Transcription Service .....Lang-Worth
Representative.....Weed & Co.

Personnel

President.....George W. Dowdy
Station Manager.....Harold H. Thoms
Program Director.....Don Mack
Chief Announcer.....Phil Reed
Chief Engineer.....Bob Rigby

WBT

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc.....Power: 50000 Watts
Owned-Operated By...Columbia Broadcasting System, Inc.
Business Address.....Wilder Building
Phone Nnmber.....3-8833
Transmitter Location.....9 miles southeast of Charlotte
Time on the Air: 5 a.m. to 3 a.m.; Sundays, 7 a.m. to 3 a.m.
News Service.....UP; AP
Transcription Service .....Lang-Worth
Representative.....Radio Sales, Inc.

Personnel

President.....Wm. S. Paley
Station Manager.....A. D. Willard, Jr.
Sales Manager.....Royal E. Penny
Sales Promotion Manager.....W. McGregor Parker
News Editor.....Jack Knell
Farm Editor.....Grady Cole
Program Director.....C. H. Crutchfield
Office Mgr.-Auditor.....E. J. DeGray
Chief Engineer.....J. J. Beloungy

WSOC

CHARLOTTE—EST. 1933

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Radio Station WSOC, Inc.
Address.....1925 N. Tryon Street
Phone Number 7138
Transmitter Location.....1925 N. Tryon Street
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 9 a.m. to 12 midnight
News Service .....AP
Transcription Service.....NBC Thesaurus; Standard Radio
Representative .....Headley-Reed Company

Personnel

President.....E. J. Gluck
Vice-President & Commercial Manager.....W. C. Irwin
Program Director.....C. G. Hicks
Sales Promotion-Publicity Director.....Francis M. Fitzgerald
Production Manager.....Ron Jenkins
Chief Engineer.....L. L. Caudle

WEGO

CONCORD—EST. 1941

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....Wayne Nelson
Business Address ..... Concord
Transmitter Location..Highway 29A, 1½ miles west of Concord
Time on the Air.....Daytime license
News Service .....UP
Transcription Service.....Standard Music

Personnel

Owner .....Wayne Nelson
Commercial Manager.....R. Hoy Whitlow

WDNC

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM
TAR HEEL NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....The Durham Radio Corporation
Address .....138 Chapel Hill Street
Phone Numbers.....R-155, R-156
Transmitter Location..Cole Road, Near Durham
Time on the Air.....6:30 a.m. to 12:05 a.m.
Newspaper Affiliation.....Herald-Sun Papers
News Service .....UP
Transcription Service.....C. P. MacGregor
Representative...Howard H. Wilson Company

Personnel

President.....C. C. Council
General Manager.....J. F. Jarman, Jr.
Program-Publicity Director.....J. B. Clark
Chief Announcer.....Earl Kastner
Director of Scripts and Continuity, Doris Williams
Recording Engineer.....Lewis Brown
Bookkeeper-Personnel Manager..Ann Edwards
Director of Negro Affairs.....Norfley Whitted
Musical Director.....Mary F. White
Chief Engineer.....Walter Hill

WCNC

ELIZABETH CITY—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Albemarle Broadcasting Co.
Address .....Colonial Ave.
Phone Number 1400
Transmitter Location..Parsonage St. Extension
News Service .....UP
Transcription Service.....World Broadcasting System

Personnel

President.....T. W. Aydlett
Station Manager.....J. E. Aydlett
Commercial Manager.....J. M. Smedley
Chief Engineer.....Joe Kyle

WFNC

FAYETTEVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....W. C. Ewing & T. K. Weyher
Operated By....Cumberland Broadcasting Co.
Address.....114 Anderson St.
Phone Number 4848
Transmitter Location.....N. Water St.
Time on the Air.....6:30 a.m. to 11 p.m.
News Service .....UP
Representative .....Burn-Smith Co.

Personnel

President-Station Manager.....W. C. Ewing
Commercial Manager.....Paul Moyle
Program Director-Chief Announcer .....Ruffin Horne
Production Manager.....Connie Rhodes
Publicity Director.....Kate Southerland
Chief Engineer.....Howard Harrell

WGNC

GASTONIA—EST. 1939

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....F. C. Todd
Address....National Bank of Commerce Bldg.
Phone Number 732
Transmitter Location .....Gastonia
Time on the Air.....7 a.m. to 12 midnight
News Service .....UP

Personnel

Owner.....F. C. Todd
Manager .....Pat McSwain

Commercial-Sales Promotion Manager.....F. C. Abernathy
Program Director.....Earl Holder
Chief Engineer.....W. C. Groves, Jr.

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WBIG

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By....North Carolina Broadcasting Co., Inc.
Business Address .....Box 1807
Phone Number 6125
Studio Address.....O. Henry Hotel
Transmitter Location...Battleground Boulevard
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .....AP; Transradio
Transcription Services:....World Broadcasting System; Lang-Worth; Standard Radio; NBC Thesaurus
Representative ....George P. Hollingbery Co.

Personnel

Station and Commercial Manager .....Edney Ridge
Program Director.....Faye Kenyon
Publicity Director..Virginia Wilson McKinney
Production Manager-Chief Announcer .....Wally Williams
News Editor.....Nancy Hudson
Musical Director.....Margaret Banks
Chief Engineer.....Earl Allison

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WGBG

GREENSBORO—EST. 1942

BLUE NETWORK

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By....Greensboro Broadcasting Co.
Business Address.....Box 2280
Phone Number 3-3631
Transmitter Location....S. Ashe St. Extension, Ashboro Rd.
Time on the Air.....6 a.m. to local sunset
News Service ..... UP
Transcription Service .....Lang-Worth
National Representative.....Burn-Smith Co.

Personnel

President-Station Manager ..Ralph M. Lambeth
Assistant Manager.....Anderson Brown
Commercial Manager.....Roy Springer
Chief Engineer.....Clyde C. Penny

WGTC

GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Greenville Broadcasting Company
Address .....Falkland Highway
Phone Number 3182
Transmitter Location.....Falkland Highway
Time on the Air.....16 hours daily
News Service..... UP
Transcription Service .....Lang-Worth

Personnel

President.....J. J. White
Station Manager..Margaret J. Laughinghouse
Commercial-Sales Promotion Manager .....Jack Aley
Publicity-Musical Director.....Harold Dale
Program Director.....Hoy Whitlow
Chief Engineer.....Hank Tribley

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WGBR

GOLDSBORO—EST. 1939

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Eastern Carolina Broadcasting Corp.
Business Address.....Borden Bldg.
Phone Numbers 1550; 1551
Studio Address.....Borden Bldg.
Transmitter Location.....Raleigh Highway
Time on the Air: 7 a.m. to 11:05 p.m.; Sunday, 9 a.m. to 11 p.m.
News Service .....UP
Transcription Service.....Standard Radio
Representative.....Forjoe & Co.

Personnel

President.....A. T. Hawkins
Station Manager.....Harry G. Bright
Sales Manager.....Leland B. Nelson
Program Manager.....Ted Burwell
Publicity Director.....John Britt
Musical-Traffic Director....Marilyn Highlander
Chief Engineer.....Daniel B. Trueblood

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WHKY

HICKORY—EST. 1939

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 d. 1000 n.
Owned-Operated By.....The Catawba Valley Broadcasting Co., Inc.
Address .....Radio Bldg.
Phone Number 1195-6
Transmitter Location...3½ miles SE of Hickory
Time on the Air.....122 hours weekly
News Service .....UP
Transcription Service .....NBC Thesaurus

Personnel

President.....Carl V. Cline
Station-Commercial Manager.....W. T. Hix
Chief Engineer.....E. S. Long

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WMFR

HIGH POINT—EST. 1935

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WMFR, Inc.
Address .....156½ S. Main St.
Phone Number 4593
Transmitter Location.....156½ S. Main St.
Time on the Air .....Unlimited
News Service ..... UP
Transcription Service .....Lang-Worth
National Representative.....Cox & Tanz

Personnel

President .....James E. Lambeth
Station Manager .....Helen M. Lambeth
Commercial-Sales Promotion ... ... Manager ..... Pat Taylor
Program Director .....Stan Conrad
Thomasville Studio Manager.Harrold Harrison
Lexington Studio Manager .....Paul Shoaf
Chief Engineer .....Robert P. Boyd

When you buy

WGBR

you get a

GOLD MARKET

Centering in

GOLDsboro and

Covering Eastern Carolina

WGBR

HARRY G. BRIGHT, Gen. Mgr.
Natl. Rep.: FORJOE & CO.
MUTUAL

"Tobacco-Land"
means
"Sales-Land"
for you!

Merchandise your products in this live point-of-sale area via—

WFTC

Kinston, North Carolina

1230 KC. 250 W.

Jonas Weiland, Owner

Ray Woodard
Manager

NORTH CAROLINA

WFTC

KINSTON—EST. 1936

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jonas Weiland
Address .....210 East King St.
Phone Number 1200
Transmitter Location.....Kinston, N. C.
Time on the Air.....15 hours daily
Transcription Service...Keystone Broadcasting System
Representative..... Burn-Smith Company

Personnel

President-Station Manager....Jonas Weiland
Program Director-Chief Announcer .....Ray Woodard

WHIT

NEW BERNE—EST. 1942

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Coastal Broadcasting Co.
Address .....New Berne
Phone Number..... 1450
Studio Address .U. S. Highway No. 17, South

LATIN AMERICAN NEWSCASTS

National advertisers with programming problems, in the new Latin-American market, have found the answer in AP newscasts.

Transmitter Location...U. S. Highway No. 17 South
Time on the Air: 7 a.m. to midnight; Sunday 8 a.m. to 11:05 p.m.
News Service ..... UP
Transcription Service .....Lang-Worth

Personnel

President-Station Manager...Louis N. Howard
Sales Promotion Manager .....Roy Dawson
Program-Production Director...Ed. W. Burwell
Traffic Manager.....Jacquelyn Melton
Chief Announcer.....Paul Parker
Asst. Trac Director .....Kay Todd
Chief Engineer .....Glen Neuville

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WPTF

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc.....Power: 50000 Watts
Owned-Operated By.....WPTF Radio Co.
Address .....Insurance Bldg.
Phone Number..... 8311
Transmitter Location.....Cary, N. C.
Time on the Air.....24 hours daily
News Service .....AP; UP
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative..... Free & Peters

Personnel

President.....J. R. Weatherspoon
General Manager.....Richard H. Mason
Sales Manager.....John H. Field, Jr.
Program Director.....Graham B. Poyner
Publicity Director .....Joseph P. Ahern
Technical Supervisor.....Henry Hullck

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WRAL

RALEIGH—EST. 1939

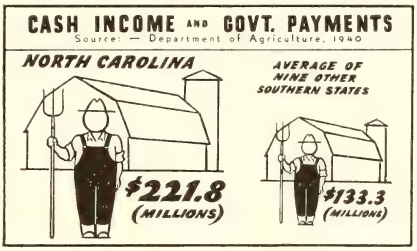
MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Capitol Broadcasting Company
Address.....130 S. Salisbury Street
Phone Number..... 6411
Transmitter Location..Extension of East Davie Street
T me on the Air .....7 a.m. to 11:05 p.m.
News Service ..... Transradio
Transcription Service .....Lang-Worth
Representative ..... Weed & Co.

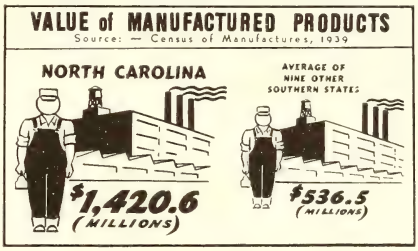
Personnel

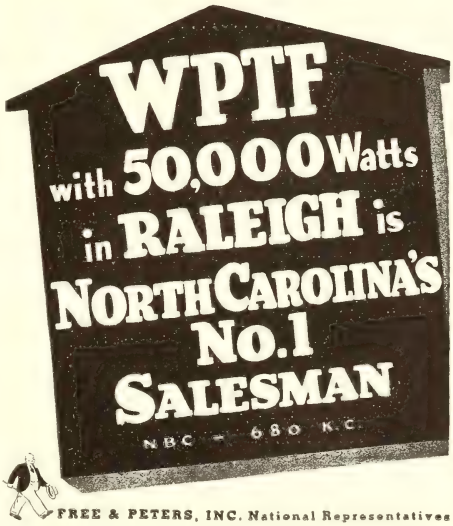
President.....A. J. Fletcher
General Manager.....Fred Fletcher
Commercial Manager .....C. D. Moore
Program Director.....Ray Reeve
Traffic Manager.....Sarah Stevens
Continuity Director .....Frances Batson
Musical Director .....Earle Stapleton
Chief Engineer.....Stanley Brown

IN AGRICULTURE



IN INDUSTRY





FREE & PETERS, INC. National Representatives

WCBT

ROANOKE RAPIDS—EST. 1940

THE BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....J. Winfield Crew, Jr.
Operated By.....S. E. Crew, Attorney In Fact
Address .....251 Roanoke Avenue
Phone Number R-855-1
Transmitter Location....10th Street Extension
Time on the Air .....109 hours weekly
News Service ..... UP
Transcription Service .....C. P. MacGregor
National Representative.....Burn-Smith, Inc.

Personnel

Owner-Manager.....J. Winfield Crew, Jr.
Commercial-Sales Promotion Manager ..... Nathan Frank
Program Director-Chief Announcer .....Phil Cooke
Publicity Director .....Ray Burke
Chief Engineer .....C. W. Mears

WEED

ROCKY MOUNT—EST. 1933

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Avera Wynne
Business Address..... Box 391
Phone Number .....Rocky Mount 1420
Studio Address.....Nashville Highway
Transmitter Location .....Nashville Highway
Time on the Air.....7 a.m. to 12 midnight
News Service ..... UP

Personnel

Owner-Manager.....W. Avera Wynne
Program Director.....Douglas Hunt
Musical Director.....David Conner

WSTP

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Piedmont Broadcasting Corp.
Business Address.....P. O. Drawer 920
Phone Number..... 2121
Studio Addresses.....Yadkin Hotel; Swanee Theatre Bldg., Kannapolis, N. C.
Transmitter Location: Statesville Highway at Grant Creek
News Service .....AP
Representative .....Burn-Smith Co.

Personnel

President .....Bryce P. Beard
Commercial Manager .....F. F. Patterson
Assistant Manager.....George L. Brantley
Program Director .....Russell McIntire
Chief Engineer.....Carl B. Watson

WRRF

WASHINGTON—EST. 1942

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By....Tar Heel Broadcasting System
Address .....Bank of Washington Bldg.
Phone Number 403
Transmitter Location..2 miles from Washington on Greenville Highway
Time on the Air.....Daytime license
News Service .....AP
Transcription Service .....NBC Thesaurus
National Representative.....Burn-Smith Co.

Personnel

President .....W. R. Roberson, Sr.
Station Manager .....B. W. Frank
Sales Promotion Manager .....Ruth Frank
Program Director .....Charles H. Whedbee
Publicity-Production Manager ..Edward Leach
Chief Announcer .....Robert Brisendine
Chief Engineer .....George P. Martin

WMFD

WILMINGTON—EST. 1935

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned by .....WMFD
Operated by .....Richard Austin Dunlea
Business Address.....P. O. Box 696
Phone Number.....Dial 4840
Studio Addresses: Castle Hayne Road, Forest Hills
Transmitter Location.....Castle Hayne Road
Time on the Air.....7:30 a.m. to 11 p.m.
News Service .....Transradio
Transcription Service .....BMI
Representative .....Burn-Smith Company

Personnel

President-General Manager.....R. A. Dunlea
Commercial-Sales Promotion Manager .....Claud O'Shields
Program-Musical Director.....Harry W. Lee
Production Manager .....George D. Faber
Chief Announcer .....Claud Dunnagan
Chief Engineer .....S. Harold Jones

WGTM

WILSON—EST. 1937

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated by ..Penn Thomas Watson
Address .....U. S. 301 Wilson
Phone Number..... 2188
Time on the Air.....7 a.m. to 11:15 p.m.
News Service ..... UP
Transcription Service .....Lang-Worth
Representative..... Burn-Smith Co.

Personnel

President .....P. T. Watson
Station Manager .....Allen Wannamaker
Commercial Manager .....Henry Sullivan
Program Director.....Clinton Faris
Publicity Director.....Mina Ray Church
Production Manager .....Jack Braxton
Chief Engineer .....Warren Wooten

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WAIR

WINSTON-SALEM—EST. 1937

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....C. G. Hill, Geo. D. Walker, S. H. Walker
Address ..... Pepper Bldg.
Phone Number 2-1133
Transmitter Location.....Reynolds, N. C.
Time on the Air: 6 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service .....AP
Transcription Service.....World Broadcasting System
Representative.....Spot Sales, Inc.

Personnel

General Manager.....George D. Walker
Commercial Manager.....C. G. Hill
Program-Production Director...Charles Keaton
Publicity Director.....E. D. Hill
Artists' Bureau Head .....Jessie Thompson
Chief Engineer .....Leon Lloyd

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WSJS

WINSTON-SALEM—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 600 Kc .....Power 5000 Watts
Owned-Operated By..Piedmont Publishing Co.
Address .....419-421 N. Spruce St.
Phone Number 4141
Transmitter Location.....RFD No. 1
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
Newspaper Affiliation: Winston-Salem Journal; Twin City Sentinel
News Service .....UP
Transcription Services..Associated Music Publishers; Lang-Worth
Representative .....Headley-Reed Co.

Personnel

President .....Gordon Gray
Station Director .....Harold Essex
Sales Manager .....Harry B. Shaw
Program Director .....Clay B. Daniel
Musical Director .....Isabel Shaffer
Chief Engineer..... Phil Hedrick

NORTH DAKOTA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KFYR

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Broadcasting Company
Address .....320 Broadway
Phone Number 468
Transmitter Location .....Menoken, N. Dak.
Time on the Air: 6:30 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service .....AP
Transcription Service: NBC Thesaurus; Associated Music Publishers
Representative .....John Blair & Company

Personnel

President and General Manager..P. J. Meyer
Station and Commercial Manager.....F. E. Fitzsimonds
Program Director-Chief Announcer .....Robert MacLeod
Publicity Director .....Loring Knecht
Production Manager .....Cal Culver
Chief Engineer.....Ivar Nelson

•

KDLR

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KDLR, Inc.
Address .....1025 Third St.
Phone Number 1090
Transmitter Location.....East end 4th Street
Time on the Air.....6:30 a.m. to 10:30 p.m.
News Service .....AP
Transcription Service .....World Broadcasting System

Personnel

President and General Manager....Bert Wick
Program Director .....Dal Stallard
Chief Engineer.....Richard Moritz

WDAY

FARGO—EST. 1922

BLUE NETWORK
NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WDAY, Inc.
Address .....Black Building
Phone Number 5357
Transmitter Location..Four miles west of Fargo
Time on the Air: 6 a.m. to 12 midnight; Sunday, 7 a.m. to midnight
Newspaper Affiliation.....Fargo Forum
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative .....Free & Peters

Personnel

President and General Manager.E. C. Reineke
Commercial Manager.....B. J. Lavin
Program Director .....Ken Kennedy
War Program Director .....Howard Nelson
Production Manager.....David Henley
Sales Promotion-Publicity Director .....Mildred Gregerson
Musical Director .....Warren Paynter
Chief Engineer.....Julius Hetland

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KFJM

GRAND FORKS—EST. 1923

Frequency: 1440 Kc....Power: 1000 d.; 500 n.
Owned-Operated By.....University of North Dakota
Address..Woodworth Hall, University Campus
Phone Number 2800
Transmitter Location .....University Campus
Time on the Air.....3 p.m. to 5 p.m. daily

Personnel

President.....John C. West
Business Manager.....J. W. Wilkerson
Program Director .....Charles E. Gustafon
Chief Engineer.....Elwin J. O'Brien

(Non-Commercial Station)

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KILO

GRAND FORKS—EST. 1941

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1440 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....Dalton Le Masurier
Address.....First National Bank Building
Phone Number 1200
Transmitter Location.....University of North Dakota Campus
Time on the Air: 7 a.m. to 3 p.m.; 5 p.m. to midnight
News Service .....UP
Transcription Service .....Lang-Worth

Personnel

Owner-Station Manager....Dalton Le Masurier
Commercial Manager.....Elmer Hanson
Program Director.....Helen LaVelle
Chief Announcer .....Jack Horner
Chief Engineer .....E. J. O'Brien

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KSJB

JAMESTOWN—EST. 1937

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 250 watts d., 100 watts n.
Owned-Operated By..Jamestown Broadcasting Company, Inc.
Business Address.....Midland Building
Phone Numbers 100; 358
Transmitter Location..1201 First Avenue South
Time on the Air: 6:30 a.m. to 10:32 p.m.; Sunday, 7:30 a.m. to 10:32 p.m.
News Service .....AP
Representative....North Central Broadcasting System

Personnel

President.....John W. Boler
Station Manager.....B. Harland Ohde
Program Director .....Mary Thompson
Chief Engineer.....Lloyd R. Amoo

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KGCU

MANDAN—EST. 1925

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1270 Kc.....Power: 250 Watts
Owned-Operated By..Mandan Radio Association, Inc.
Business Address .....Mandan
Phone Numbers 631; 257
Studio Addresses 205 1st St., N. W.; Patterson Hotel, Bismarck, N. D.
Transmitter Location....South East of Mandan
Time on the Air: 5:30 a.m. to 11 p.m.; Sundays, 6:30 a.m. to 11 p.m.
News Service .....Transradio
Transcription Service .....C. P. MacGregor
Representative....North Central Broadcasting System

Personnel

President.....H. C. Schulte
Manager.....W. C. Roerink
Program Director .....Bob Kyllingstad

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KLPM

MINOT—EST. 1929

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....John B. Cooley
Business Address .....Fair Block, Minot
Phone Number 1267
Studio Address .....Fair Block, Minot

Transmitter Location..Three miles southeast of Minot
Time on the Air: 6:30 a.m. to 10:30 p.m.; Sunday, 6:30 a.m. to 10:00 p.m.
News Service .....Transradio
Transcription Service.....World Broadcasting System
Representative .....The Walker Company

Personnel

President.....John B. Cooley
Station Manager-Chief Engineer..C. W. Baker
Commercial Manager.....E. H. Cooley
Program Director .....Lillian Aardahl
Chief Announcer .....Jack Helling
Chief Engineer .....C. W. Baker

KOVC

VALLEY CITY—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By .....KOVC, Inc.
Address .....312 Fifth Ave.
Phone Number 408
Transmitter Location .....312 Fifth Ave.
Time on the Air.....98 hours weekly

Personnel

President.....Milton Holiday
General Manager.....Robert E. Ingstad
Program Director .....Harry Myers
Chief Engineer .....Charles Sjostrom

OHIO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WADC

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Allen T. Simmons
Business Address .....Box 830
Phone Number .....Meadowbrook 3211
Studio Address.....Tallmadge, Ohio
Transmitter Location..State Route No. 8, North of Akron
Time on the Air.....6:30 a.m. to 12 midnight
News Service .....UP
Transcription Service .....Standard Radio
Representative.....Geo. P. Hollingbery Co.

Personnel

President-Station Manager...Allen T. Simmons
Commercial-Sales Promotion Manager .....R. B. Wilson
Program Director-Chief Announcer H. H. Hageman
Publicity Director.....Robert Wass
Production Manager .....C. R. Jolliff
Musical Director .....Charles Herr
Chief Engineer .....John Aitkenhead

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WAKR

AKRON—EST. 1940

BLUE NETWORK

Frequency: 1590 Kc.....Power: 5000 watts
Owned-Operated By..Summit Radio Corporation
Address.....First Central Tower
Phone Number.....HEmlock 6151
Transmitter Location Swarts Road, RFD, South Akron
Time on the Air .....6:30 a.m. to 1 a.m.
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative.....Spot Sales, Inc.

Personnel

President-Station Manager....S. Bernard Berk
Commercial Manager.....Kenneth M. Keegan
Sales Promotion Manager.....V. G. Berk
Program Director .....Deane S. Long
Production Manager.....Russell B. Wise
Chief Engineer .....Wm. W. Robertson

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WJW

AKRON—EST.1932

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts (C. P. 5000 Watts)
Owned-Operated By.....WJW, Inc.
Address .....41 S. High Street
Phone Number.....Jefferson 6111
Transmitter Location.....41 S. High Street,
Time on the Air .....24 hours daily
News Service .....UP; INS
Transcription Service .....Lang-Worth
Representative .....Headley-Reed Co.

Personnel

President-Station Manager.....Bill O'Neil
Sales Promotion Manager ..Thomas McClowry
Program-Publicity Director ...Frank Grosjean
Production Manager.....Frederic Freeland
Musical Director .....Everett Pritchard
Chief Engineer.....Gerald Roberts

(Federal Communications Commission has granted WJW permission to transfer its facilities to Cleveland, Ohio and change its frequency to 850 kilocycles with 5000 watts.)

WICA

ASHTABULA—EST. 1937

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By.....WICA, Inc.
Address.....221 Center St.
Phone Numbers 1211-1311
Transmitter Location.....Jefferson Road, RFD
Time on the Air .....Local sunrise to sunset
Newspaper Affiliation .Ashtabula Star Beacon
News Service .....UP
Transcription Service.....Standard Radio
Representative.....The Walker Co.

Personnel

President.....C. A. Rowley
Manager.....R. B. Rowley
Commercial Manager .....Donald Fassett
Program Director.....W. W. Walrath
Publicity Director.....Al Newkirk
Chief Announcer.....Richard Miner
Musical Director.....Ross Miller
Chief Engineer.....George Gautney

WHBC

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Brush-Moore Newspapers, Inc.
Operated By..The Ohio Broadcasting Company

AP NEWS FOR RADIO

is available exclusively

through

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK, N. Y.

Address.....550 Market Avenue, South
Phone Number 7-166
Transmitter Location.....Lakeside Avenue
Time on the Air:.....7 a.m. to 12 midnight
Newspaper Affiliation.....Brush-Moore Newspapers, Inc.
News Service .....UP
Transcription Service ..... .NBC Thesaurus

Personnel

President.....Louis H. Brush
General Manager.....Felix Hinkle
Commercial-Sales Promotion Manager.....Robert C. Fehlman
Production Manager.....Janet Baker
Publicity Director .....Elizabeth Weeks
Chief Announcer.....Leonard Taylor
Musical Director .....Martin Alexander
Chief Engineer.....Kenneth Sliker

WCKY

CINCINNATI—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1530 Kc.....Power: 50000 Watts
Owned-Operated By.....L. B. Wilson, Inc.
Address .....Hotel Gibson, 5th & Walnut Streets
Phone Number ..... Cherry 6565
Transmitter Location..near Crescent Springs, Ky.
Time on the Air: 5 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service.....AP; UP
Transcription Service.....Standard Radio; Lang-Worth
Representative .....Free & Peters

Personnel

President and General Manager..L. B. Wilson
Sales Director.....Fred A. Palmer
Promotion Manager.....Margaret Dotson
Program Director-Chief Announcer..Rex Davis
Production Manager .....Al Bland
Merchandising Director.....P. E. Dusenbury
News Editor.....Fred Thomas
Publicity Director.....John Murphy
Chief Engineer.....C. H. Topmiller

WCPO

CINCINNATI—EST. 1922

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Operated By.....Scripps-Howard Radio, Inc.
Address .....204 Keith Building, 523 Walnut Street
Phone Number .....MAin 3314
Transmitter Location...Daylight Building, 623 East 6th St.
Time on the Air: 6:30 a.m. to 12:15 a.m.; Saturdays, 6:30 a.m. to 2 a.m.; Sundays, 7:30 a.m. to 12:15 p.m.
Newspaper Affiliation: The Cincinnati Post; Scripps-Howard Newspapers

News Service ..... UP
Transcription Service.....Standard Radio Lang-Worth; Associated Music Publishers
Representative .....The Branham Company

Personnel

President.....Jack Howard
Vice President.....J. C. Hanrahan
Vice-President-General Manager.....M. C. Watters
Commercial Manager.....John P. Smith
Sales Promotion Manager.....Al Stephan
News Editor.....John Fogarty
Production Manager.....Mark Gregory
Publicity Director.....Evelyn Eppinger
Artists' Bureau Head .....Harry Hartman
Director of Women's Programs..Evelyn Evans
Musical Director.....Lester Bruch
Chief Engineer.....Glen Davis

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WKRC
CINCINNATI

MUTUAL BROADCASTING SYSTEM
THE SOUTHERN NETWORK

Frequency: 550 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....The Cincinnati Times-Star Co.
Address..Victory Parkway & Wm. H. Taft Rd.—Hotel Alms
Phone Number .....Woodburn 0550
Transmitter Location.....Victory Parkway & Wm. H. Taft Rd.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
Newspaper Affiliation..The Cincinnati Times-Star
News Service .....AP
Transcription Service: Lang-Worth: Associated Music Publishers
Representative.....The Katz Agency; Standard Radio

Personnel

President .....Hulbert Taft, Sr.
General Manager.....Ken Church
Asst. to General Manager.....James M. Patt
Sales Manager.....H. E. Fast
Sales Promotion Manager.....James Patt
Program Director.....Fred Dodge
Sales Service Manager.....Syd Cornell
Continuity Editor.....Frances Swing
Chief Announcer.....Lin Mason
Musical Director .....''Chick'' Mauthe
Chief Engineer.....George Wilson

The PROOF OF THE NEWS IS IN THE SPONSORING
WKRC
News on the Hour Every Hour

and WKRC has 18 SPONSORED NEWSCASTS DAILY!

The Cincinnati Times-Star Station
550 KILOCYCLES

Rep. The Katz Agency — New York, Chicago, Detroit, Atlanta, Dallas, Kansas City

RESULTS —the first test of any radio station!

WSAI GETS RESULTS in Cincinnati, as proved by a long list of continual local advertisers—advertisers who *live* in the market, know it best!

7 Years The Queen Optical Company

6 Years The Mohawk Radio and Electric Shop

6 Years Capitol-Barg Cleaners

5 Years Stille and Duhlmeier, Furniture

5 Years The Rubel Baking Company

4 Years Dow Drug Stores

4 Years The Moelder Coal Company

15 Consecutive, 13-Week Renewals—Alms and Doepke Department Store

WSAI GETS RESULTS through interesting programming, cordial dealer relations and a streamlined merchandising program designed for the specific needs of each advertiser.

A GOOD RADIO STATION IN A FINE MARKET

WSAI

CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS—5000 Watts Day and Night

Represented by Spot Sales, Inc.

W L W

CINCINNATI—EST. 1922

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 700 Kc.....Power: 50000 Watts
Owned-Operated By..The Crosley Corporation
Address .....Crosley Square
Phone Number.....Cherry 1822
Transmitter Location.....Mason, Ohio
Time on the Air.....24 hours daily
News Service.....AP; INS; UP; Reuters; World Wide
Transcription Service.....World Broadcasting System; Lang-Worth; NBC Thesaurus; C. P. MacGregor; Standard Radio
National Sales Office....630 Fifth Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago, Ill.
Representative...Spot Sales, Inc. (West Coast)

Personnel

President .....Powel Crosley, Jr.
Vice-President-General Manager James D. Shouse
V. P. in Charge of Sales.....R. E. Dunville
Sales Manager, Chicago Office...Dewey Long
Business Manager.....Elmer Boos
Director of Research & Merchandising, B. Strawway
Promotion Manager.....M. F. Allison
Director of War Programs.....Katherine Fox
Program Director.....George C. Biggar
Production Manager.....Chester Herman
Artists' Bureau Head.....William McCluskey
News Editor.....William Dowdell
Publicity Director.....Roger Baker
Musical Director..... Milton Weiner
Technical Supervisor.....R. J. Rockwell

(SEE PAGE 310)

W S A I

CINCINNATI—EST. 1928

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By ..Crosley Radio Corp.
Address .....Crosley Square
Phone Number.....Cherry 1822
Transmitter Location.....Near Mt. Healthy, Ohio
Time on the Air: 6 a.m. to 2 a.m.; Sundays, 8 a.m. to 2 a.m.
News Service AP; INS; UP; Reuters; Worldwide
Transcription Service.....World Broadcasting System; Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President .....Powel Crosley, Jr.
Vice-President.....James D. Shouse
General Manager.....Walter A. Callahan
Artists' Bureau Head.....George Biggar
Promotion Manager.....Ewald Kockritz
Program Director.....James Leonard
Director of War Programs.....Kit Fox
Production Manager.....Chester Herman
News Editor.....William Dowdell
Publicity Director.....Roger Baker
Musical Director.....Milton Wiener
Chief Engineer .....R. J. Rockwell

W C L E

CLEVELAND—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 500 Watts
Owned-Operated By.....United Broadcasting Company
Business Address.....1311 Terminal Tower
Phone Number .....PRospect 5800
Transmitter Location .....Seven Hills
Time on the Air.....6:45 a.m. to local sunset
Newspaper Affiliation.....Cleveland Plain Dealer
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Radio Advertising Corporation

Personnel

President.....John S. McCarrens
Vice-President and Station Manager.....H. K. Carpenter
Assistant to Manager.....Robert D. Borland
Sales Manager.....K. K. Hackathorn
Program Director.....C. M. Hunter
Merchandising and Advertising Manager.....Robert Greenberg
Continuity Director.....Leslie Biebl
Production Manager.....Al Llewelyan
Publicity Director.....Milton Hill
Special Events Director.....Carl Mark
News Editor.....Ray McCoy
Musical Director.....Willard Pott
Chief Engineer.....Ralph DeLany

W G A R

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....The WGAR Broadcasting Company
Address ..... Hotel Statler
Phone Number .....Prospect 0200
Transmitter Location.....1000 Harvard Ave. Cuyahoga Heights, Ohio
Time on the Air.....6 a.m. to 1 a.m.
News Service .....UP
Transcription Service.....World Broadcasting System
Representative....Edward Petry & Co., Inc.

Personnel

President.....George A. Richards
Vice President-General Manager..John F. Patt

Commercial Manager.....Harry Camp
Director of Operations.....Carl George
Program Director.....David Baylor
Production Manager-Chief Announcer .....Wayne Mack
Artists' Bureau Head.....Sidney Andorn
Musical Director.....Walberg Brown
Chief Engineer.....R. Morris Pierce

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WHK

CLEVELAND—EST. 1921

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By..United Broadcasting Co.
Address .....1311 Terminal Tower
Phone Number.....PRospect 5800
Transmitter Location .....Seven Hills
Time on the Air: 6:45 a.m. to 1 a.m.; (126¼ hours weekly)
Newspaper Affiliation.....Cleveland Plain Dealer
News Service ..... AP
Transcription Service .....Lang-Worth
Representative .....Paul H. Raymer Co.

Personnel

President.....John S. McCarrens
V-P & Station Manager.....H. K. Carpenter
Assistant to Manager.....Robert D. Borland
Sales Manager.....K. K. Hackathorn
Program Director.....C. M. Hunter
Merchandising and Advertising Manager .....Robert Greenberg
Continuity Director.....Leslie Biebl
Production Manager.....Al Llewelyan
Special Events Director.....Carl Mark
Publicity Director.....Milton Hill
News Editor.....Ray McCoy
Musical Director.....Willard Pott
Chief Engineer.....Ralph DeLany

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WTAM

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1100 Kc.....Power: 50000 Watts
Owned-Operated By....National Broadcasting Co.
Business Address ...815 Superior Ave., N.E.
Phone Number .....Cherry 0942
Studio Address .....NBC Bldg.

Concatenation

"—a series of things united like links"
—Webster

TIME IS THE TEST OF STRENGTH

In the Northeastern (Cleveland) Ohio area WHK-WCLE has proven its superiority. For years, WHK and WCLE have been *THE CONNECTING LINKS*, the LINKS that bind producer, retailer and consumer in a concatination of mutual benefits.

***The chain of sales is no stronger than its weakest link . . .* use the most enduring.**

WHK-WCLE

CLEVELAND, OHIO

Transmitter Location .....Brecksville, Ohio
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
News Service.....UP; AP
Transcription Service .....NBC Thesaurus; Standard Radio
Representative.....NBC National Spot Sales

Personnel

President .....Niles Trammell
Station Manager .....Vernon H. Pribble
Sales Manager .....Howard A. Barton
Program Director.....Hal Metzger
Production Manager .....Fred Wilson
Publicity Director-News Editor ..... Bob Dailey
Director of Special Events.....Tom Manning
Musical Director .....Lee Gordon
Chief Engineer.....S. E. Leonard

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WBNS

COLUMBUS—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....WBNS, Incorporated
Address .....33 North High Street
Phone Number.....Adams 9265
Transmitter Location.....1037 Barnett Rd.
Time on the Air.....6 a.m. to 1 a.m.
News Service ..... AP
Transcription Service.....Standard Radio
Representative.....John Blair & Company

Personnel

President.....Robert H. Wolfe
Chairman of the Board.....Edgar T. Wolfe
Sales and Commercial Manager.....W. I. Orr
National Sales Manager.....Don Burrows
Program Director.....Jack Price
Production Manager.....Tom DeVore
Chief Announcer.....Irwin A. Johnson
Musical Director.....Lowell Riley
Promotion Manager.....Jim Yerian
Publicity Director.....Jerome R. Reeves
Chief Engineer.....Lester H. Nafzger

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WCOL

COLUMBUS—EST. 1934

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WCOL, Inc.
Business Address.....33 North High St.
Phone Number .....Main 4581
Transmitter Location.....33 North High St.
Time on the Air.....6 a.m. to 1 a.m.
News Service ..... INS
Transcription Service.....NBC Thesaurus
Representative .....Weed & Company

Personnel

President.....K. B. Johnston
Station-Commercial Manager.....Neal Smith
Program Director.....Wallace Beavers
Production Manager.....Bill Wallace
Chief Announcer.....John Fell
Chief Engineer.....James E. Lowe

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WHKC

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 640 Kc.....Power: 500 Watts
Owned-Operated By.....United Broadcasting Co.
Address .....22 East Gay St.
Phone Number ..... Adams 1101
Transmitter Location.....901 Obetz Road
Time on the Air: 6:30 a.m. to local sunset, Los Angeles, Calif.
Newspaper Affiliation .....Cleveland Plain Dealer
News Service ..... UP
Transcription Service .....Lang-Worth
Representative .....Radio Advertising Corp.

Personnel

President.....John S. McCarrens
General Manager.....Carl M. Everson
Sales Manager.....Harry H. Hoessly
Program Director-Production Manager .....John Moses
Publicity Director.....Rosalind Millstone
Chief Announcer.....Fred Joyner
Artists Bureau Head-Musical Director .....Abram Ruvinsky
Chief Engineer.....J. E. Anderson

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WOSU

COLUMBUS—EST. 1921

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Operated By....Ohio State University
Business Address .....Columbus
Phone Numbers: University 3148; Extension 711
Studio Address .....Campus
Transmitter Location: University Golf Course, 3 miles northwest of Columbus
Newspaper Affiliation.....Ohio State Lantern
Time on the Air.....Limited time, to sunset at Dallas, Texas
News Service .....UP
Transcription Service .....Lang-Worth

Personnel

President.....Howard L. Bevis
Station Director.....R. C. Higgy
Program Director.....C. W. Pettegrew
Production Manager.....Edgar Sprague
Publicity Director.....H. K. Schellenger
Chief Announcer.....F. Page Boyer
Musical Director.....Ann Charles
Chief Operator.....C. H. Boehnker

(Non-Commercial Station)

WHIO

DAYTON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By..Miami Valley Broadcasting Corporation
Business Address.....45 South Ludlow Street
Phone Number .....ADams 2261
Transmitter Location..Hempstead Road (R.R. No. 2—Box 292 A, Dayton, Ohio)
Time on the Air: 5:45 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
Newspaper Affiliations: Dayton Daily News; Springfield (O.) News and Sun; Atlanta Journal; Miami Daily News
News Service.....AP; UP
Transcription Service.....Standard Radio
Representative.....George P. Hollingbery Co.

Personnel

President.....James M. Cox, Jr.
General Manager.....Robert Moody
Assistant General Manager....Lester Spencer
Production Manager.....William Hamilton
Sales Promotion Manager....Garland Baldwin
Musical Director.....Henry Lange
Chief Engineer.....Ernest L. Adams

WING

DAYTON—EST. 1924

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By..Great Trails Broadcasting Corporation
Address.....121 North Main Street
Phone Number.....ADams 3288-89-80
Transmitter Location.....Shaker Road
Time on the Air.....5:45 a.m. to 1 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Weed & Company

Personnel

General Manager.....Ronald B. Woodyard
Program-Publicity Director.....Bruce Wallace
Production Manager.....Charles Miller

WFIN

FINDLAY—EST. 1941

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By..Findlay Radio Company
Business Address....500½ South Main Street
Phone Number.....Main 1330
Transmitter Location.....23 miles southeast of Findlay

Two Facts

YOU CAN "TIE TO"

Dayton is a great war market, but that is because Dayton has the basic business, industrial and agricultural characteristics that have ALWAYS made it a good market—in war or peace.

And this market—always a good buy—is most easily and economically influenced through the station that serves it best.

WHIO IS THE DAYTON MARKET

5000 WATTS
BASIC CBS

G. P. Hollingbery Company Representatives

Time on the Air: 7 a.m. to local sunset; Sundays, 8 a.m. to local sunset
News Service .....INS
Transcription Service .....Lang-Worth; Standard Radio

Personnel

General Manager.....Fred R. Hover
Production Manager.....Grace E. Ingledue
Chief Engineer.....Edgar Smith

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WLOK

LIMA—EST. 1938

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....The Fort Industry Company
Address.....National Bank Building
Phone Number 93161
Transmitter Location.....1424 Rice Avenue
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .....AP
Transcription Services.....Standard Radio; Lang-Worth

Personnel

President.....George B. Storer
Vice-President-General Manager....J. H. Ryan
Managing Director.....Ralph Elvin
Program Director.....Frank D. Heibeck
Chief Announcer.....Dalton Hille
Chief Engineer.....Jack E. Bannon

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WMAN

MANSFIELD—EST. 1939

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Address.....144½ Park Avenue West
Phone Numbers.....4235-6
Transmitter Location..Corner Longview Ave. and No. Main St.
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 9 a.m. to 9 p.m.
News Service.....INS; UP
Transcription Service.....Standard Radio
Representative .....Headley-Reed Co.

Personnel

President.....M. F. Rubin
Vice-President-General Manager.....Orville E. Fields
Secretary.....Thos X. Dunigan
Treasurer.....Marie W. Vandegrift
Program Director-Chief Announcer.Harry Lytle
Publicity Director.....Robert Horn
Bookkeeper .....Mary Hughes
Musical Director.....Earl Black
Chief Engineer.....Perry Wilson

WMRN

MARION—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..The Marion Broadcasting Company
Address.....North Main Street
Phone Number 2516
Transmitter Location.....North Main Street
Time on the Air: 7 a.m. to 10:15 p.m.; Sundays, 8 a.m. to 10:15 p.m.
News Service .....UP
Transcription Service.....NBC Thesaurus

Personnel

President-Station Manager.....Robert T. Mason
Commercial Manager.....Geo. A. Speese
Sales Promotion Manager.....A. T. Turnbull
Program Director.....Louis T. Marsh
Production Manager.....Madge L. Cooper
Chief Announcer.....A. C. Parlin
Artists Bureau Head.....Robert E. Gross
Musical Director.....Anna Mae Spano
Chief Engineer.....S. Robert Morrison

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WPAY

PORTSMOUTH—EST. 1935

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Scioto Broadcasting Co.
Address.....1009 Gallia St.
Phone Number 1010
Transmitter Location.....1009 Gallia St.
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 9:30 a.m. to 11 p.m.
Newspaper Affiliation.....Portsmouth Times
News Service .....UP
Transcription Service .....Lang-Worth
Representative..... .....Cox & Tanz

Personnel

President .....Chester B. Thompson
Acting Station Manager.....Paul Wagner
Program-Publicity Director...William Aldridge
Musical Director.....Dorothy Page
Chief Engineer .....Maurice Myers

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WIZE

SPRINGFIELD—EST. 1940

THE BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....Radio Voice of Springfield, Inc.
Address .....117 West High Street
Phone Number 6121
Transmitter Location .....Springfield
Time on the Air .....Unlimited license
Transcription Service .....Lang-Worth

Personnel

President .....Charles Sawyer
Vice-President-General Manager .....Ronald B. Woodyard

Breakfast at 8:30

is the glorious signal that another NAVY SEND-OFF BREAKFAST is under way honoring Ohio men about to shove-off for service! Today, in this and other heart-moving ideas, many American stations are following the lead of WTOL — originators and producers of sponsorable War Winning Programs!*

.....Man is Known by the Company He Keeps
.....a City by its Manufacturers

TOLEDO IS THE PROUD HOME of

American Propeller Corporation
Champion Spark Plug Company
Electric Auto-Lite Company
Libbey-Owens-Ford Glass Company
Owens-Illinois Glass Company
Owens-Corning Fiberglas Corporation
The Toledo Scale Company
Willys-Overland Motors, Inc.

*A hint to advertisers—WTOL has on "ice" new ideas paced and patterned to entertain and hold public interest!

WTOL

TOLEDO'S Friendly STATION

ARCH. SHAWD
Vice Pres. & Mgr.

Represented Nationally by Radio Advertising Corporation

WSTV

STEUBENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..The Valley Broadcasting Company
Business Address...Exchange Realty Building
Phone Number 2-6265-66-67
Studio Addresses..Exchange Realty Building, Steubenville, Ohio; New Terminal Building, East Liverpool, Ohio; Weir High School, Weirton, W. Va.
Transmitter Location.....Altamont Heights
Time on the Air.....7 a.m. to 1 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

General Manager.....John J. Laux
Program-Publicity-Musical Director.....John L. Merdian
Chief Announcer.....Hunter Reams
Chief Engineer.....Joseph Troesch

WSPD

TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By....The Fort Industry Co.
Address....Broadcast Building, 136 Huron St.
Phone Number.....ADams 3175
Transmitter Location: Oregon Road, East Toledo (post office address, RFD Perrysburg)
Time on the Air.....6 a.m. to 12:05 a.m.
News Services.....AP; INS
Transcription Services.....NBC Thesaurus; Lang-Worth
Representative.....The Katz Agency

Personnel

President.....George B. Storer
Vice President.....J. Harold Ryan
Managing Director.....E. Y. Flanigan
Program Director.....Tod Williams
Chief Engineer.....William Stringfellow

WTOL

TOLEDO—EST. 1938

THE BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Community Broadcasting Company
Address .....Bell Building
Phone Number.....Adams 3291
Transmitter Location.....Bell Building
Time on the Air.....Unlimited license
News Service .....UP
Transcription Services..Associated Music Publishers; Standard Radio
Representative.....Radio Advertising Corp.

Personnel

President .....Frazier Reams
Vice President-General Manager..Arch Shawd
Commercial Manager.....Gard Wallace
Sales Promotion Manager.....John Morgan
Program Director.....Jean Wright
Publicity Director.....Marie Huffman
Musical Director.....Marge Cunningham
Chief Engineer.....Frank B. Ridgeway

WRRN

WARREN—EST. 1941

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nied & Stevens
Address.....2nd National Bank Building
Phone Number 4490
Time on the Air.....Unlimited license
Transmitter Location..710 Main Avenue, S. W.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Burn-Smith Company, Inc.

Personnel

Owners.....Frank T. Nied, Perry H. Stevens
General Manager.....R. W. Richmond
Program Director.....Walter L. Davis
Continuity Director.....Virginia Wood
Musical Director.....Bruna Bertelli
Chief Engineer.....Wm. C. Minor

AP

THRU

PA

★ ★ ★

★ ★ ★

By night as well as by day

YOUNGSTOWN SKIES ARE BRIGHT

• Advertisers cannot afford to overlook this rich market of 372,428 people (106,000 radio homes) and approximately $200,000,000 annual retail sales.

For information as to what C. E. Hooper, Inc., learned of the listening habits of this, Ohio's third largest trade area and the 34th metropolitan district in the U. S., address

WFMJ

Youngstown, Ohio

Member of the Blue Network

Headley-Reed Co., *National Representatives*

New York • Chicago • Detroit • Atlanta • San Francisco

WFMJ

YOUNGSTOWN—EST. 1939

THE BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..WFMJ Broadcasting Co.
Address.....101 W. Boardman St.
Phone Number 34121
Transmitter Location....101 W. Boardman St.
Time on the Air.....Unlimited license
Newspaper Affiliation..Youngstown Vindicator
News Service.....AP; UP
Transcription Services.....Lang-Worth; Standard Radio; C. P. MacGregor
Representative.....Headley-Reed Company

Personnel

Owner.....William F. Maag, Jr.
Sales-Sales Promotion Manager.....Leonard E. Nasman
Program Director.....George L. Beebout
Production Manager.....John Bradford
Chief Announcer.....Robert Wylie
Musical Director.....Col. L. R. Boals
Chief Engineer.....Frank Dieringer

WKBN

YOUNGSTOWN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc....Power: 5000 d.; 500 n.; (CP 5000 n.)
Owned-Operated By.....WKBN Broadcasting Corp.
Address.....17 N. Champion St.
Phone Number 4-2122
Transmitter Location.....3430 Sunset Blvd.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation..Cleveland Plain Dealer
News Service .....UP
Transcription Services.... World; Lang-Worth
Representative.....Paul H. Raymer Co.

Personnel

President and Gen. Mgr..W. P. Williamson, Jr.
Station-Commercial Manager.....J. L. Bowden
Program Director.....Gene Trace
Production Manager.....Karl Bates
Publicity Director.....Gilbert Simon
Artists' Bureau Head.....Edward Gouran
Musical Director.....Dwight Merriam
Chief Engineer.....B. T. Wilkins

WHIZ

ZANESVILLE—EST. 1924

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned By...Southeastern Ohio Broadcasters, Inc.
Operated By.....Fort Industry Company
Address.....North Fifth St.
Phone Number 6000
Transmitter Location.....Newark Road
Time on the Air: 7 a.m. to 12:05 p.m.; Sundays, 8 a.m. to 10 p.m.
News Service .....AP
Transcription Service.....Standard Radio
Representative.....John Blair & Company

Personnel

President.....Goerge Storer
Managing Director.....Allen L. Haid
Production Manager.....M. Weber
Chief Announcer.....Don Cogley
Musical Director .....Dudley Beck
Chief Engineer.....Wm. Hunt

OKLAHOMA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KADA

ADA—EST. 1934

THE BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Dr. C. C. Morris
Address .....N. Broadway
Phone Number 1212
Time on the Air.....6:30 a.m. to 11 p.m.
News Service .....UP
Representative .....Radio Advertising Corp.

Personnel

Owner.....Dr. C. C. Morris
Manager .....H. Weldon Stamps
Sales Promotion Manager ...William Weaver
Program Director .....Lillard Hill
Chief Engineer .....William H. Lindsay

KVSO

ARDMORE—EST. 1935

THE BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
OKLAHOMA NETWORK

Frequency: 1240 Kc.....Power: 250 d.; 100 n.
Owned-Operated By.....Ardmoreite Publishing Co.
Business Address .....Hotel Ardmore
Phone Number 3030
Studio Address .....Hotel Ardmore
Transmitter Location.....Chickasaw & Northwest Blvd.

Time on the Air .....7 a.m. to 11:05 p.m.
Newspaper Affiliation.....Daily Ardmoreite
News Service ..... AP
Representative .....Radio Advertising Corp.

Personnel

General Manager.....Albert Riesen
Commercial Manager .....Hillis Bell
Musical Director.....Dolly Dutton
Chief Engineer.....George Milner

KWON

BARTLESVILLE—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Bartlesville Broadcasting Co.
Business Address ...Union Natl. Bank Bldg.
Phone Number 1400
Studio Address.....Union National Bank Bldg.
Transmitter Location .....Dewey Road
Time on the Air.....6:30 a.m. to 10:45 p.m.
Transcription Service .....Lang-Worth
National Representative.....Burn-Smith

Personnel

Vice-President-General Manager..J. Fred Case
Commercial Manager ...Clyde B. Worthington
Program Director .....Jean Case
Chief Announcer .....Henry Louis Heerman
Musical Director .....Martha Boucher
Chief Engineer .....Gil W. Ownby

KASA

ELK CITY—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc .....Power 100 Watts
Owned-Operated By.....E. M. Woody
Address.....Casa Grande Hotel
Phone Number..... 730
Transmitter Location.....Casa Grande Hotel
Time on the Air: 6 a.m. to 2 p.m.; 5 p.m. to 9 p.m.; Saturday, 6 a.m. to 6 p.m.
News Service ..... AP
Transcription Service .....Keystone Broadcasting System

Personnel

President.....E. M. Woody
Station Manager.....F. E. Mayhew
Program Director-Chief Announcer Joe Fenter
Chief Engineer .....Clive Lee Neel

KCRC

ENID—EST. 1926

THE BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Enid Radiophone Co.
Business Address...Willow & Kennedy Sts.
Phone Number 447
Transmitter Location.....Willow & Kennedy Sts.
Time on the Air: 6:30 a.m. to 11:05 p.m.; Sundays, 7 a.m. to 10:30 p.m.
Newspaper Affiliation...Enid Morning News; Enid Daily Eagle
News Service .....AP
Transcription Service.....World Broadcasting System
Representative .....Radio Advertising Corp.

Personnel

President.....M. C. Garber
Station Manager.....Milton B. Garber
Commercial Manager.....H. P. Hale
Program Director .....Marjorie Christopher
Production Manager .....Mabel Waken
Chief Engineer .....Paul Snell

KSWO

LAWTON—EST. 1941

Frequency: 1150 Kc.....Power: 250 Watts
Owned-Operated By.....Carver & Ross Radio Broadcasters
Business Address..... Box 984
Phone Number..... 2370
Studio Address .....17th & E. Lawton
Transmitter Location.....17th & E. Lawton
Time on the Air.....Daytime license
Transcription Service.....Standard Radio

Personnel

President .....Dr. Willard Carver
Station Manager .....Byrne Ross

KBIX

MUSKOGEE—EST. 1936

THE BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By:
Oklahoma Press Publishing Co.
Business Address.....P. O. Box 1512
Phone Number 303
Studio Address .....Barnes Building
Transmitter Location .....Barnes Building
Time on the Air.....7 a.m. to 12 mdnight
Newspaper Affiliation.....Muskogee Daily Phoenix & Times Democrat
News Service ..... AP
Representative .....Radio Advertising Corp.

Personnel

Vice-President .....Tams Bixby, Jr.
General Manager .....Jimmie Barry
Program Director .....Sally Miller
Chief Engineer .....D. W. Hoisington

WNAD

NORMAN—EST. 1922

Frequency: 640 Kc.....Power: 1000 Watts
Owned-Operated By..University of Oklahoma
Business Address.....Faculty Exchange
Phone Number .....900; Station No. 124
Studio Address .....Union Bldg.

Transmitter Location.....Owen Stadium
Time on the Air.....9 a.m. to local sunset

Personnel

Station Director .....Virginia Hawk
Chief Announcer.....Dick Carter
Musical Director .....Roger Goeb
Technical Supervisor .....Clyde Farrar
Chief Engineer .....Franklin W. Harris
(Non-Commercial Station)

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KOCY

OKLAHOMA CITY—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Plaza Court Broadcasting Co.
Address .....Plaza Court
Phone Number..... 3-4333
Transmitter Location.....Plaza Court
Time on the Air .....Unlimited license
Transcription Service .....Associated Music Publishers; Standard Radio; Lang-Worth; NBC Thesaurus
Representative .....Burn-Smith Co.

Personnel

President.....John D. Thomas
Manager.....M. H. Bonnebrake

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KOMA

OKLAHOMA CITY—EST. 1932
(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM
OKLAHOMA METROPOLITAN LINE

Frequency: 1520 Kc.....Power: 5000 Watts
Owned-Operated By..... KOMA, Inc.
Address .....Biltmore Hotel
Phone Number 2-3291
Studio Address.....24th Floor, Biltmore Hotel
Transmitter Location: 7½ miles north of Oklahoma City
Time on the Air: 5:55 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....Associated Music Publishers
Representative..... Free & Peters

Personnel

President.....J. T. Griffin
Station Manager.....Kenyon Brown
Production-Program Director....Paul Buenning
Accountant .....Mary Frances Kennedy
Chief Engineer.....M. W. Thomas

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KTOK

OKLAHOMA CITY—EST. 1927

BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Oklahoma Broadcasting Company, Inc.
Business Address.....2004 Ramsey Tower
Studio Address.....1800 West Main
Phone Number 3-8352
Transmitter Location.....1800 West Main
Time on the Air: 6:30 a.m. to 11:30 p.m.; Sundays, 7 a.m. to 11:30 p.m.
News Service .....PA
Transcription Service.....World Broadcasting System
Representative.....Radio Advertising Corp.

Personnel

President .....Harold V. Hough
Station Manager.....Robert D. Enoch
Commercial Manager.....Frank J. Lynch
Sales Promotion Manager.....Harold Shreve
Program Director.....Russell Miller
Chief Engineer.....Clifford Easum

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WKY

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

Frequency: 930 Kc...Power: 5,000 d.; 1,000 n.
Owned By.....Oklahoma Publishing Co.
Operated By.....WKY Radiophone Co.
Address.....Skirvin Tower Hotel
Phone Number..... 3-4306
Transmitter Location.....Highway No. 66
Time on the Air: 6 a.m. to 11:30 p.m.; Sundays, 8 a.m. to 11:30 p.m.
Newspaper Affiliation.....Daily Oklahoman; Oklahoma City Times; The Farmer Stockman
News Service ..... AP
Transcription Service.....Standard Radio
Representative .....The Katz Agency

Personnel

President.....E. K. Gaylord
Secretary-Treasurer.....Edgar T. Bell
Station Manager.....Gayle V. Grubb
Commercial Manager.....Ralph Miller
Program Director.....John I. Prosser
Continuity Director.....George Hamaker
Director of Home Economics..Mrs. Mart Adams
Director of Child Education.....Edyth Wallace
News Editor.....Frank McIntyre
Traffic Manager.....Daryl McAllister
Chief Engineer .....Herman Lovell

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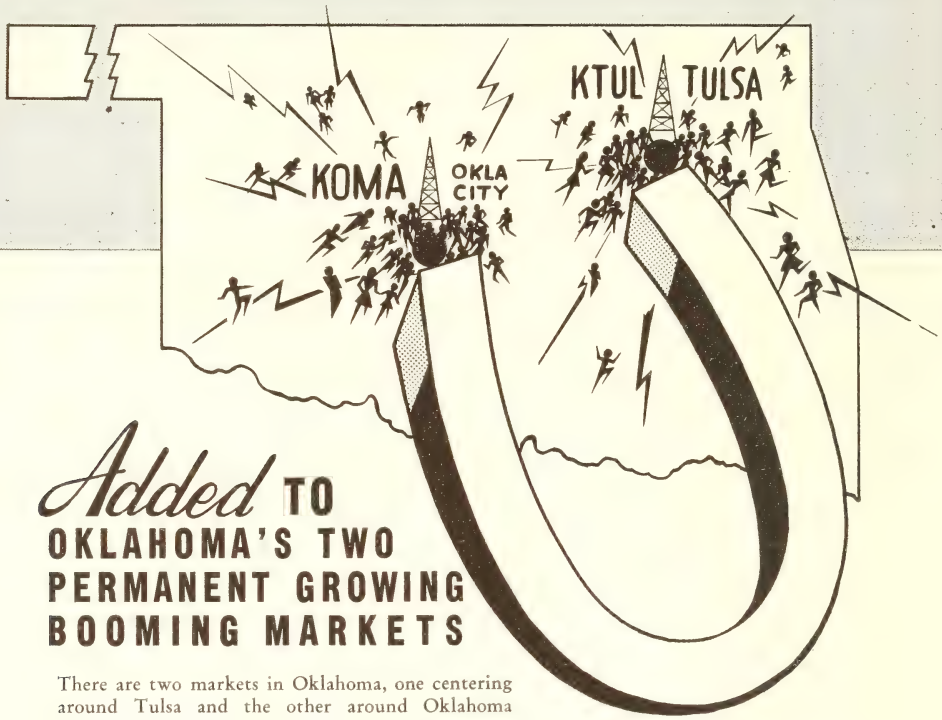
KHBG

OKMULGEE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By: Okmulgee Broadcasting Corp.
Address .....McCulloch Bldg.
Phone Number 3646
Transmitter Location .....Okmulgee
Time on the Air .....Unlimited license
Transcription Service..Lang-Worth; Keystone

NEW WEALTH *and* NEW PEOPLE



Added TO OKLAHOMA'S TWO PERMANENT GROWING BOOMING MARKETS

There are two markets in Oklahoma, one centering around Tulsa and the other around Oklahoma City. The KTUL and KOMA primary areas, covering these two markets, have over 85% of the retail sales of the state, according to Oklahoma Tax Commission figures. Retail sales in the two stations' primary areas are up an average of 36%. A total of $604,710,000 in war projects contracts have been let in Oklahoma, giving a yearly additional payroll to the KTUL and KOMA primary areas of almost $300,000,000. These two markets *are* Oklahoma and can be reached most thoroughly and economically by using KTUL and KOMA. More Wealth, More People, More Sales.

TULSA — IT TAKES TWO STATIONS TO COVER OKLAHOMA'S TWO BOOMING MARKETS — OKLAHOMA CITY

OKLAHOMA'S TWO COLUMBIA STATIONS

KTUL — Both Stations

FREE & PETERS, Inc. Representatives

5000 Watts

KOMA — Full Time

Personnel

President-Manager .....Pat Buford
Sales Promotion-Publicity Director, Lucille Buford
Commercial Manager.....Dan C. Kenan
Program-Production Director .....Nova Clarke
Chief Announcer.....A. C. Dowden
Chief Engineer .....Chester Ludwick

WBBZ

PONCA CITY—EST. 1927

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....C. L. Carrell Estate
Operated By.....Adelaide Carrell, Executrix
Address .....615 West Grand Avenue
Phone Number..... 2300
Transmitter Location.....615 Grand Avenue
Time on the Air.....Unlimited license

Personnel

Managing Director .....A. L. Carrell

KGFF

SHAWNEE—EST. 1930

BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KGFF Broadcasting Co.
Address..... Aldridge Hotel
Phone Number..... 4390
Transmitter Location.....Shawnee Country Club
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation.....Shawnee Morning News; Shawnee Evening Star
News Service ..... AP
Representative .....Radio Advertising Corp.

Personnel

President.....Oscar Stauffer
Secretary-Treasurer .....Maxine Eddy
General Manager.....Joseph W. Lee
Commercial Manager .....Leroy W. Moses
Production Manager-Chief Announcer .....Roy Joe Bowman
Publicity Director .....Hazel Lee Guttery
Chief Engineer .....S. Ricciotti

KOME

TULSA—EST. 1938

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
OKLAHOMA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Oil Capital Sales Corp.
Address .....Radio Bldg., 910 S. Boston
Phone Number 3-4121
Transmitter Location.....3904 S. Newport
Time on the Air .....Unlimited
News Service ..... AP
Transcription Service.....Standard Radio
National Representative, Radio Advertising Corp.

Personnel

President .....Harry Schwartz
General Manager .....Harold Grimes
Commercial Manager .....B. M. Grotkop
Sales Promotion Manager.....M. B. Battey
Program Director .....James Neal
Continuity Director .....Lucille Burns
News Editor .....James Neal
Traffic Manager .....Virginia Maxwell
Musical Director .....Paula Lain Haas
Chief Engineer .....Bob Elmore

KTUL

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Tulsa Broadcasting Company, Inc.
Address .....National Bank of Tulsa Bldg.
Phone Number 2-3191
Studio Address..National Bank of Tulsa Bldg.
Transmitter Location.....Turley, Okla.
Time on the Air: 6 a.m. to 11:30 p.m.; Sundays, 7 a.m. to 11 p.m.
News Service ..... UP
Transcription Service ....World Broadcasting; Langworth
Representative .....Free & Peters

Personnel

President.....J. T. Griffin
General Manager.....John Esau
Sales Manager.....R. P. Akin
Program Director.....Eddie McKeen
Publicity Director.....Jack Hoffman
Continuity Chief .....Bernice Ash
Bookkeeper .....Edythe Alexander
Chief Announcer .....Joe Pierson
Musical Director.....Lillian Smithline
Chief Engineer .....Robert Snider

KVOO

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc..Power: 50000 d.; 25000 n. (C. P. 50000)
Owned-Operated By..... Southwestern Sales Corporation
Address .....Philtower Blg.
Phone Number 2-2254
Transmitter Location: 10 miles east of Tulsa on U. S. Highway No. 66
Time on the Air: 5.55 a.m. to 11:30 p.m.; Saturday, 5:55 a.m. to 1 a.m.; Sunday, 7 a.m. to 11:30 p.m.
News Service .....INS; AP
Transcription Service.....Standard Radio; Lang-Worth
Representative.....Edward Petry & Co.

Personnel

President ..... P. Q. Proctor
Vice President-General Manager ..... William B. Way
Commercial Manager ..... Gustav Brandborg
Publicity-Sales Promotion Manager, Manton Marrs
Program Director ..... Allen Page
Chief Announcer ..... Bud Jackson
Musical Director ..... Joe O'Neill
Chief Engineer ..... L. W. Stinson

OREGON

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KWIL

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Central Willamette Broadcasting Company
Business Address ..... 15th and Elm Streets
Phone Number 870
Studio Addresses 15th and Elm; Hotel Benton, Corvallis; KWIL Building, Lebanon
Transmitter Location ..... 15th and Elm Streets
Time on the Air: 6:30 a.m. to 10 p.m.; Sundays, 8 a.m. to midnight
Newspaper Affiliation ..... Albany Democrat Herald
News Service ..... UP
Transcription Service ..... Standard Radio
Representative ..... John Keating

Personnel

President ..... W. L. Jackson
Secretary-Treasurer ..... R. R. Cronise
Station Manager ..... Chet Wheeler
Commercial Manager ..... Hal Byer
Publicity Director ..... Herbert Davidson
Program-Production Director .... Bob Reinholdt
Chief Announcer ..... Don Johnston
Corvallis Studio Manager ..... Warren Stoffer
Musical Directors ..... Betty Lou Wilbanks, Joyce Den Harder

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KAST

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Astoria Broadcasting Company
Address ..... 1006 Taylor Avenue
Phone Number 95
Transmitter Location ..... 1006 Taylor Avenue
Time on the Air ..... 7 a.m. to 11 p.m.
Newspaper Affiliation ..... Astorian-Budget
News Service ..... UP
Transcription Service ..... Standard Radio

Personnel

President ..... M. R. Chessman
Station Manager ..... James C. Wallace
Program Director ..... Mary Juhlin
Chief Engineer ..... Raymond Williams

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KBKR

BAKER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By .. Baker Broadcasting Co.
Address ..... 1st and Court Streets
Phone Number 140
Transmitter Location ..... Baker
Time on the Air ..... 7 a.m. to 10 p.m.
News Service ..... UP
Transcription Service ..... NBC Thesaurus; C. P. MacGregor.
Representative ..... Homer Owen Griffith

Personnel

President-Station Manager ... Glenn McCormick
Commercial Manager ..... Ken Holden
Program Director ..... Kenneth Lockwood
Chief Announcer ..... Lou McCormick
Chief Engineer ..... Sidney Williams

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KBND

BEND—EST. 1938

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... The Bend Bulletin
Address ..... 1121 Wall St.
Phone Number 848
Transmission Location ..... 1121 Wall St.
Time on the Air ..... 7 a.m. to 10 p.m.
Newspaper Affiliation ..... Bend Bulletin
News Service ..... UP
Transcription Services ..... Standard Radio; C. P. MacGregor; Keystone Broadcasting System

Personnel

Station Manager.....Frank H. Loggan
Commercial Manager.....John G. Jones
Chief Technician.....Robert Dickinson

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KOAC

CORVALLIS—EST. 1925

Frequency: 550 Kc....Power: 5000 d.; 1000 n.
Owned by.....State of Oregon
Operated By..Oregon State System of Higher Education
Address.....Corvallis, Oregon
Phone Number.....526
Studio Addresses.....Corvallis; Eugene
Transmitter Location.....Granger, Corvallis
Time on the Air.....6 a.m. to midnight
News Service.....UP

Personnel

Acting Manager.....Dr. V. V. Caldwell
Program Director.....Allen Miller
Chief Announcer.....James Morris
Director of Women's Programs.....Zelta Rodenwald
Chief Engineer.....Grant S. Feikert

(Non-Commercial Station)

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KODL

THE DALLES—EST. 1940

Frequency: 1230 Kc...Power: 250 d.; 100 n.
Owned-Operated By.... Western Radio Corp.
Address.....Scenic Drive
Transmitter Location.....The Dalles
Time on the Air.....Unlimited license
Transcription Service.....C. P. MacGregor
News Service.....UP

Personnel

President-Station Manager, V. Barney Kenworthy
Commercial and Sales Promotion Manager, Glenn Howell
Program Director.....Don Jones

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KORE

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By..Frank L. Hill and C. G. Phillips d/b Eugene Broadcast Station
Operated By.....Frank L. Hill
Address.....Route 3
Phone Number.....3
Transmitter Location.....Route 3
Time on the Air: 6 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service.....UP
Transcription Service.....C. P. MacGregor
Representative.....John Blair & Co.

Personnel

Owner.....Frank L. Hill
General Manager.....L. W. Trommlitz
Publicity Director.....Lytle Young
Chief Engineer.....Harold Gander

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KUIN

GRANTS PASS—EST. 1939

DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Southern Oregon Broadcasting System
Business Address.....P. O. Box 148
Phone Number.....192
Studio Address..Redwood Highway & Pacific Highway
Transmitter Location....Redwood Highway & Pacific Highway
Time on the Air.....7 a.m. to 10 p.m.
Transcription Services...World Broadcasting System
Representative.....John Blair & Co.

Personnel

President.....A. E. Voorhies
Station Manager.....Ralph E. Smith
Program Director.....E. A. Malone
Commercial Manager.....L. L. King
Chief Engineer.....Edward A. Malone

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KLBM

LA GRANDE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Ben E. Stone
Address.....Old Oregon Trail
Phone Number.....220
Transmitter Location.....Old Oregon Trail
Time on the Air:.....7 a.m. to 9:30 p.m.
News Service.....UP
Transcription Service.....Standard Radio; Keystone; Lang-Worth

Personnel

Owner-General Manager.....Ben E. Stone
Commercial Manager.....Clara Moss
Sales Production Manager..Mark F. DeLaunay
Program Director.....Jayne Moss
Chief Engineer.....Lee Ready

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KFJI

KLAMATH FALLS—EST. 1928

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....KFJI Broadcasters, Inc.
Address.....Willard Hotel Bldg.
Phone Number.....2125
Transmitter Location.....Klamath Falls
Time on the Air.....Unlimited license
Transcription Service..... World Broadcasting System
Representative.....W. S. Grant Co.

Personnel

President .....J. A. Kincaid
Station & Commercial Manager..Geo. Kincaid

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KOOS

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....Koos, Inc.
Address.....505 Hall Building
Phone Number..... 432
Transmitter Location.....Hall Building
Time on the Air ... 6:45 a.m. to 10:05 p.m.
News Service ..... UP
Transcription Service .....Long-Worth
Representative .....Burn-Smith Co.

Personnel

President.....Sheldon F. Sackett
General Manager.....Ben E. Stone
Sales Promotion Manager ....Mark DeLaunay
Program Director .....Sara Spaugh
Publicity Director-Office Manager, Lucy Johnson
Chief Announcer and Engineer, Roger L. Spaugh

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KMED

MEDFORD—EST. 1926

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Operated By.....Mrs. W. J. Virgin
Address .....Box 1396
Phone Number 4000
Studio Address .....Ross Lane
Transmitter Location .....Ross Lane
Time on the Air .....Unlimited license
News Service .....UP
Transcription Service .....NBC Thesaurus

Personnel

Owner .....Mrs. W. J. Virgin
Station Manager .....Lee Bishop
Sales Promotion Manager.....Art Adler
Program Director .....Gladys LaMarr
Chief Engineer .....Dave Rees

•

KWRC

PENDLETON—EST. 1941

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Western Radio Corp.
Address.....S. W. 6th St.
Phone Number..... 1425
Transmitter Location.....S. W. 6th St.
Time on the Air: 7 a.m. to 10:15 p.m.; Sunday, 9 a.m. to 9 p.m.
News Service ..... UP
Transcription Service .....Lang-Worh
Representative .....John Keating

Personnel

President-Station Manager, V. Barney Kenworthy
Commercial Manager.....Henry M. Hogue
Program Director .....Paul E. Welden

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KALE

PORTLAND—EST. 1932

MUTUAL BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By.....KALE, Inc.
Business Address.....P. O. Box 1031
Phone Number.....Atwater 3333
Studio Address.....New Heathman Hotel Building
Transmitter Location...Head of Barnes Road
Time on the Air.....6:45 a.m. to 12 midnight
News Service .....INS; UP
Transcription Service..World Program Library; Associated Music Publishers
Representative.....Free & Peters, Inc.

Personnel

President .....C. W. Myers
Commercial Manager.....Ted Kooreman
Director of Commercial Relations, Harry H. Buckendahl
Advertising Manager.....Charles Couche
Program Director.....H. M. Swartwood, Jr.
Production Manager.....Ted W. Cooke
Publicity Director.....Enoch Squires
Chief Announcer .....Bob Colvig
Musical Director.....Joseph Sampietro
Chief Engineer.....Louis Bookwalter

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KBPS

PORTLAND—EST. 1923

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....School District No. 1
Business Address.....Benson Polytechnic School
Phone Number ..... La 4195
Transmitter Location.....Benson Polytechnic School
Time on the Air.....Shares time

Personnel

Agent.....R. T. Stephens

(Non-Commercial Station)

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KEX

PORTLAND—EST. 1926

BLUE NETWORK
NORTHWEST TRIANGLE

Frequency: 1190 Kc.....Power: 5,000 Watts
Owned-Operated By....The Oregonian Publishing Company
Business Address.....537 S. W. Sixth Avenue
Phone Number.....ATwater 2121

Studio Address.....801 Oregonian Bldg.
Transmitter Location...North Portland, Oregon
Time on th eAir .....6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation.....The Oregonian
News Service.....AP; INS; UP
Transcription Service .....NBC Thesaurus; Langworth
Representative.....Paul H. Raymer Co.

Personnel

President .....Caroline P. Leadbetter
Station Manager.....Arden X. Pangborn
Assistant Manager.....H. Quenton Cox
Commercial Manager.....Norman J. Sugg
Traffic Manager .....Mildred Lester
Sales Promotion Manager..Jack Eichenberger
Program Director .....Homer Welch
Production Manager.....Gordon Bambrick
Director of Women's Activities ..... Peggy Williams
News Editor.....Don Kneass
War Program Manager.....Day Foster
Chief Announcer.....Herbert Johnston
Musical Director.....Abe Bercovitz
Chief Engineer.....Harold Singleton

•

K G W

PORTLAND—EST. 1922

NATIONAL BROADCASTING CO. NORTHWEST TRIANGLE

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By ....The Oregonian Publishing Company
Business Address.....537 S. W. Sixth Ave.
Phone Number .....ATwater 2121
Studio Address.....801 Oregonian Bldg.
Transmitter Location.....North Portland, Ore.
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation.....The Oregonian
News Service.....AP; INS; UP
Transcription Service.....Langworth; NBC Thesaurus
Representative.....Edward Petry & Co., Inc.

Personnel

President .....Caroline P. Leadbetter
Station Manager.....Arden X. Pangborn
Assistant Manager .....H. Quenton Cox
Sales Manager.....Norman J. Sugg
Traffic Manager.....Mildred Lester
Sales Promotion Manager...Jack Eichenberger
Program Director.....Homer Welch
Production Manager .....Gordon Bambrick
Director of Women's Activities, Peggy Williams
News Editor.....Don Kneass
War Program Manager.....Day Foster
Chief Announcer.....Herbert Johnston
Musical Director..... .Abe Bercovitz
Chief Engineer.....Harold Singleton

K O I N

PORTLAND—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....KOIN, Inc.
Business Address.....P. O. Box 1031
Phone Number .....Atwater 7209
Studio Address....New Heathman Hotel Bldg.
Transmitter Location....Head of Barnes Road
Time on the Air.....24 hours daily
News Services .....INS; UP
Transcription Services. World Program Library; Associated Music Service
Representative.....Free & Peters, Inc.

Personnel

President-Station Manager.....C. W. Myers
Manager .....Harry H. Buckendahl
Advertising-Sales Promotion Manager, Charles E. Couche
Program Director.....H. M. Swartwood, Jr.
Production Manager .....Ted W. Cooke
Chief Announcer.....Bob Colvig
Publicity Director.....Enoch Squires
Musical Director.....Joseph Sampietro
Technical Director.....Louis Bookwalter

•

K W J J

PORTLAND—EST. 1927

Frequency: 1080 Kc.....Power: 1000 Watts
Owned By.....KWJJ Broadcast Co., Inc.
Operated By.....Wilbur J. Jerman, John Egan
Address .....622 S. W. Salmon Street
Phone Number.....Atwater 4393
Transmitter Location .....Oaks Park, Portland
Time on the Air: 6 a.m. to 1 a.m.; Saturdays, 6 am. to 2 a.m.
News Service .....UP
Transcription Service..... Standard Radio
National Representative.....Burn-Smith Co.

Personnel

President .....Wilbur J. Jerman
Station Manager.....John C. Egan
Sales Manager.....L. D. Henderson
Program-Production Manager.....Art Morey
Musical Director.....Althee Renwick

•

K X L

PORTLAND—EST. 1926

Frequency: 750 Kc.....Power: 10000 Watts
Owned By.....KXL Broadcasters
Address .....Orpheum Building
Phone Number.....Broadway 6451
Transmitter Location...82nd St. & Sunnyside, Clackamas District
Time on the Air.....6 a.m. to local sunset

MASON-DIXON RADIO GROUP

WDEL
Wilmington, Del.
WORK
York, Pa.
WGAL
Lancaster, Pa.
WKBO
Harrisburg, Pa.
WAZL
Hazleton, Pa.
WEST
Easton, Pa.
WILM
Wilmington, Del.

THIS group of seven stations, each with its own strong local influence, covers the rich, diversified Eastern Pennsylvania-Delaware trade area and carries your sales message to more homes per dollar. For information write to the main office or the national representative.

★

Main Offices—*8 West King Street, Lancaster, Penna.*
National Representative: PAUL H. RAYMER CO.
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

News Service ..... UP
Transcription Service: Lang-Worth; C. P. MacGregor; Standard Radio
Representative.....Joseph Hershey McGillvra

Personnel

President .....Frances R. Symons
Production Manager.....Dennis Howard
War Program Director.....George Heimrich
Publicity Director.....Rudy Lachenmeier
Chief Announcer.....Howard Starr
Commercial Manager.....H. S. Jacobson
Program Director .....Fred Eichhorn
Station Manager.....H. W. Wilson
Chief Engineer.....Lew Ballanger

KRNR

ROSEBURG—EST. 1935

MUTUAL—DON LEE

Frequency: 1490 Kc....Power: 250 d.; 100 n.
Owned-Operated By..News-Review Company
Business Address .....Roseburg
Phone Number 4
Transmitter Location.....Umpqua Hotel
Time on the Air: 6:45 a.m. to 10 p.m.; Sundays, 8 a.m. to 9:45 p.m.
Newspaper Affiliation..Roseburg News-Review
News Service .....AP
Transcription Service.....Standard Radio
Representative .....John Keating

Personnel

President.....Harris Ellsworth
General Manager.....M. H. Pengra
Program-Musical Director.....Gilbert Walters
War Program Director.....Faith Young
Chief Announcer.....Robert Bruce
Chief Engineer.....Henry Chandler, Jr.

KSLM

SALEM—EST. 1933

KEYSTONE BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
Owned By..... Oregon Radio, Inc.
Operated By.....H. B. Read
Business Address.....633 N. Front St.
Phone Number..... 6131
Transmitter Location.....633 N. Front St.
Time on the Air.....6:30 a.m. to 11:30 p.m.
News Service ..... UP
Transcription Service.....Langworth; C. P. MacGregor; Keystone
Representative ..... John Keating

Personnel

President-General Manager .....H. B. Read
Commercial-Sales Promotion Manager .....Earle W. Headrick
Program Director-Chief Announcer .....Bill Talbot
Production Manager.....Otto Miller
Chief Engineer.....Clyde Carlton

PENNSYLVANIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WCBA-WSAN

ALLENTOWN—EST. 1923

BLUE NETWORK—NBC
QUAKER NETWORK

Frequency: 1470 Kc.....Power: 500 Watts
Owned-Operated By.....Lehigh Valley Broadcasting Co.
Address .....39-41 N. Tenth St.
Phone Number 9511
Transmitter Location .....Route No. 1
Time on the Air.....7:30 a.m. to midnight
Newspaper Affiliation.....Allentown Call Publishing Co.
News Service.....PA; UP
Transcription Services.....World Broadcasting System
New York Sales Office....9 Rockefeller Plaza

Personnel

President.....J. C. Shumberger, Sr.
Vice President-Managing Director.....B. Bryan Musselman
Program Director.....George Y. Snyder

WFBG

ALTOONA—EST. 1924

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned By .....The William F. Gable Co.
Operated By: The Gable Broadcasting Company (Lessee)
Address .....1320-32 11th Avenue
Phone Number..... 6467
Transmitter Location.....1320-32 11th Ave., Altoona, Pa.
Time on the Air.....7:30 a.m. to 11:15 p.m.
News Service ..... INS
Transcription Service.....World Broadcasting System; Langworth
Representative .....Headley-Reed Co.

Personnel

President .....George P. Gable
Managing Director.....Roy Thompson
Chief Engineer.....George Burgoon

WISR

BUTLER—EST. 1941

Frequency: 680 Kc.....Power: 250 Watts
Owned By.....Butler Broadcasting Co.
Operated By.....David H. Rosenblum
Address.....357 N. Main St.
Phone Number 4701
Transmitter Location.....357 No. Main St.
Time on the Air.....6:55 a.m. to 6 p.m.
News Service ..... AP
Transcription Service ....World Broadcasting Service

Personnel

President-Station Manager, David H. Rosenblum
Commercial-Sales Promotion Manager .....Leon Bernard
Program-Musical Director....Everett H. Neill
Publicity Director.....Bon L. Kellman
Chief Announcer.....Kieran Balfe
Chief Engineer .....Paul Rex

WCED

DU BOIS—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Tri-County Broadcasting Co., Inc.
Address .....80 Park Place
Phone Number 1700
Transmitter Location.....80 Park Place
Time on the Air: 7:30 a.m. to 10 p.m.; Sundays, 9 a.m. to 9 p.m.
Newspaper Affiliation .....DuBois Courier Express
News Service ..... UP
Transcription Service.....Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President.....H. T. Grey
Station-Commercial Manager.....J. S. Gray
Production Manager.....Pres Roper
Program Director .....Les Ryder
Acting Chief Engineer.....Vernon Stahl

WEST

EASTON—EST. 1936

MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Associated Broadcasters, Inc.
Address .....516 Northampton St.
Phone Number 8001
Transmitter Location.....Williams Township
Time on the Air.....7 a.m. to midnight
News Service ..... UP

WERC

"Erie's Radio Center"

. . . . now offers a 2.2% listener bonus.

A major Metropolitan District with a population of 180,889 in 1940 as determined by the United States Bureau of Census, Erie has increased in population because of the booming war industries, by 2.2% as estimated by the Office of Price Administration in April 1943, see Page 283.

FOR RESULTS: The Best and Most Economical Way To Sell Erie and Its Bonus Market Is Through The Station Which Serves It Best.

WERC

CBS AFFILIATE — ERIE, PENNA.

National Representative . . . Spot Sales, Inc.

Transcription Service .....NBC Thesaurus
Representative .....Paul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCullough
Station Manager .....Elwood C. Anderson
Sales Director.....J. Robert Gulick
Sales Promotion Manager.....Ray Walton
Program Manager .....Eugene Bethman
War Program Director.....Henry Austin
Chief Engineer.....J. E. Mathiot

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WERC

ERIE

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Presque Isle Broadcasting Co.
Address .....121 West 10th St.
Phone Number 47-490
Transmitter Location..... 121 West 10th St.
Time on the Air.....6:52 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service.....Associated Music; Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President.....Jacob A. Young
General Manager .....C. E. Denny
Commercial Manager .....Ed Pearson
Program Director.....J. J. Young
Chief Announcer.....Art Ingram
Chief Engineer .....Charles Jenks

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WLEU

ERIE—EST. 1935

NBC-MUTUAL
BLUE NETWORK
PENNSYLVANIA NETWORK
QUAKER NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WLEU Broadcasting Corporation
Address.....Commerce Building, 12th and State Streets
Phone Numbers.....23-327 or 22-129
Transmitter Location.....Commerce Bldg.
Time on the Air.....7 a.m. to midnight
News Service .....Transradio
Transcription Service .....World Broadcasting System; NBC Thesaurus

Personnel

President.....Leo J. Omelian
General Manager.....V. Hamilton Weir
Program Director.....Thomas Fleming
Publicity Director.....Stan Rodgers
Musical Director.....Anthony Conti
Continuity Writer.....C. Detzel
Woman Activities Director.....Joan Clark
Chief Engineer .....Clarence Baker

WHJB

GREENSBURG—EST. 1935

Frequency: 620 Kc.....Power: 250 Watts
Owned-Operated By.....Pittsburgh Radio Supply House
Address .....Penn Albert Hotel
Phone Number ..... Greensbrug 3740
Transmitter Location .....Penn Albert Hotel
Time on the Air.....7 a.m. to sunset
News Service ..... Transradio
Transcription Service.....Lang-Worth

Personnel

President.....H. J. Brennen
Station Manager.....George J. Podeyn
Commercial Manager.....Robert Thompson
Program Director.....Howard Hoffman
Production Manager.....Howard Lewis
Farm Director.....Bill Close

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WSAJ

GROVE CITY—EST. 1922

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....Grove City College
Address .....Hall of Science
Phone Number 168-J
Transmitter Location.....Hall of Science
Time on the Air: 7:15 to 8:45 p.m. (Tuesdays & Thursdays); Sundays, 4:30 to 5:30 p.m.

Personnel

President.....W. C. Ketler
Station Manager-Chief Engineer ..... H. W. Harmon
Program-Publicity Director.....R. G. Walters
Chief Announcer.....W. E. Weidler, Jr.
Musical Director .....Prof. Stanley Seiple

(Non-Commercial Station)

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WHP

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....WHP, Inc.
Address..Telegraph Building, 216 Locust St.
Phone Number 4-3211
Transmitter Location.....Harrisburg-Hershey Highway(4 miles from Harrisburg (Swatara Township)
Time on the Air.....19 hours daily; Sundays, 17 hours
Newspaper Affiliation..Harrisburg Telegraph
News Service ..... UP
Transcription Service ..Standard Radio; Lang-Worth
Representative .....John Blair & Company

Personnel

Station Manager.....A. K. Redmond
Program-Publicity Director.....Dick Redmond

Local Sales Representative....R. A. Maxwell
Office Supervisor .....Beatrice Potteiger
Musical Director.....David Shoop
Chief Engineer.....R. S. Duncan

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WKBO

HARRISBURG—EST. 1921

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
NATIONAL BROADCASTING CO.
MASON-DIXON GROUP

Frequency: 1230 Kc.....Power :250 Watts
Owned-Operated By....Keystone Broadcasting Corp.
Address .....31 North Second St.
Phone Number..... 4-0191
Transmitter Location.....Penn Harris Hotel
Time on the Air.....7 a.m. to 1 a.m.
News Service ..... UP
Transcription Service .....World Broadcasting System
Representative .....Paul H. Raymer Co.

Personnel

Station Executive.....Clair McCullough
Station Manager.....C. G. Moss
Sales Director.....J. Robert Gulick
Sales Promotion Manager...George O. Smitth
Program Director .....Lewis Munnell
Publicity Director.....Kaye Witmer
Chief Engineer.....J. E. Mathiot

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WAZL

HAZLETON—EST. 1932

MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Hazelton Broadcasting Service
Address .....Hazelton National Bank Bldg.
Phone Number 1488
Transmitter Location .....Hazelton National Bank Bldg.
Time on the Air: 7 a.m. to midnight; Sundays, 8 a.m. to midnight
News Service ..... UP
Transcription Service.....NBC Thesaurus
Representative .....Paul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCollough
Station Manager.....V. C. Diehm
Sales Director.....J. Robert Gulick
Program Manager .....William Erdossy
Publicity-Production Director.....Thomas Tito
Chief Announcer .....James Peiser
Artists Bureau.....Kathryn Kahler
Musical Director.....John Stanziola
Chief Engineer.....J. E. Mathiot

WJAC

JOHNSTOWN—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WJAC, Incorporated
Address ..... Tribune Annex
Phone Number 24-361
Transmitter Location.....Tribune Building
Time on the Air: 7:30 a.m. to 11:30 p.m.; Sundays, 8:30 a.m. to 11:30 p.m.
Newspaper Affiliation.....Johnstown Tribune
News Service ..... UP
Transcription Service .....NBC Thesaurus; Lang-Worth
Representative .....Headley-Reed Company

Personnel

President-Station Manager.....J. C. Tully
Commercial Manager-Program Director .....J. P. Foster
Chief Engineer.....Nevin Straub

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WGAL

LANCASTER—EST. 1922

BLUE NETWORK—MBS-NBC
MASON-DIXON GROUP

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By .....WGAL, Inc.
Business Address .....8 West King St.
Phone Number 5259
Transmitter Location.....8 West King St.
Time on the Air.....7 a.m. to 1 a.m.
News Service ..... UP
Transcription Service .....NBC Thesaurus
Representative .....Paul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCullough
Station Manager.....Walter Miller
Sales Director.....J. Robert Gulick
Sales Promotion Manager..Terrence McGough
Program Manager.....Ernest Stanziola
Production Manager .....Paul Rodenhauser
Chief Engineer.....J. E. Mathiot

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WMRF

LEWISTOWN—EST. 1941

NATIONAL BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Lewistown Broadcasting Co.
Business Address .....Hotel Coleman
Phone Number 757
Studio Address .....Hotel Coleman
Transmitter Location.....Lewistown Heights
Time on the Air: 7:30 a.m. to 11:15 p.m.; Sundays, 8 a.m. to 10:30 p.m.
News Service ..... UP
Transcription Service..Keystone Broadcasting System
Representative .....Burn-Smith Co.

Personnel

Vice-President ..... J. S. Woods
Station-Sales Promotion Manager ..... Joseph M. Nassau
Program Director ..... Rita McCoy
Production Manager ..... Joseph W. Smiley
Publicity Director ..... James S. Woods
Chief Announcer ..... Smiley Rittenhouse
Artists Bureau ..... Mary McCoy
Chief Engineer ..... Bernard H. Bopp

WKST

NEW CASTLE—EST. 1938

Frequency: 1280 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... WKST, Inc.
Business Address ..... Cathedral Bldg.
Phone Number 5050-5051
Studio Address .. Cathedral Bldg., New Castle
Transmitter Location ..... Old Pittsburgh Road
Time on the Air ..... 7 a.m. to 12 midnight
News Service ..... AP
Transcription Service ..... NBC Thesaurus; Standard Radio
Representative ..... Spot Sales, Inc.

Personnel

President ..... S. W. Townsend
Station Manager ..... A. W. Graham
Commercial Manager ..... Arthur Pryor
Program Director ..... Ray Edwards
Publicity Director ..... Ray Wallace
Chief Engineer ..... Robert Emch

WKPA

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Allegheny-Kiski Broadcasting Co.
Address ..... 810 Fifth Avenue
Phone Number ..... New Kensington 3534
Transmitter Location .. East Deer Township, Allegheny County, Pa.
Time on the Air ..... 7 a.m. to local sunset
News Service ..... UP
Transcription Service .... Lang-Worth; C. P. MacGregor
Representative ..... Cox & Tanz

Personnel

Station Manager ..... Edward J. Kroen
Program Director ..... Harold Terkell
Production Manager ..... Thomas L. Aye, Jr.
Chief Announcer ..... Ray Scott

KYW

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1060 Kc. ..... Power: 50000 Watts
Owned-Operated By ..... Westinghouse Radio Stations, Inc.
Address ..... 1619 Walnut Street
Phone Number ..... LOcust 3760
Transmitter Location ..... Whitemarsh, Pa.
Time on the Air: 24 hours daily Mon., Tues., Thurs., Sat.; 6 a.m. to 1 a.m., Wed., Fri., Sun.
News Service ..... AP; UP; Reuters
Transcription Service ..... Standard Radio
Representative ..... National Broadcasting Co.

Personnel

WESTINGHOUSE RADIO STATIONS INC.

Chairman ..... A. W. Robertson
President ..... George H. Bucher
Vice-President ..... Walter Evans
General Manager ..... Lee B. Wailes
Acting Technical Director ... Dwight A. Meyer
Sales-Sales Promotion Manager, William E. Jackson
Auditor ..... Frank A. Logue
Program Supervisor ..... Gordon Hawkins

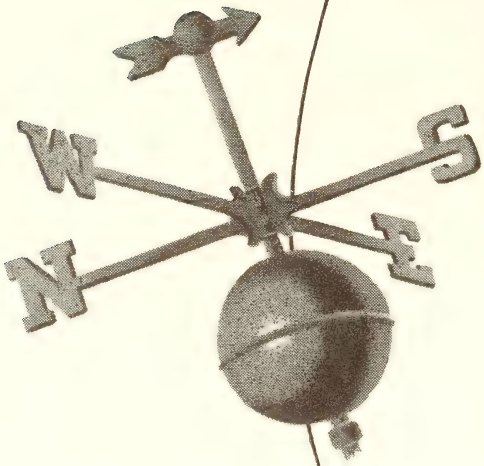
KYW PERSONNEL

President ..... Lee B. Wailes
Station Manager ..... Leslie Joy
Program Manager ..... James P. Begley
Sales Manager ..... B. A. McDonald
Sales Promotion Manager .. Harold M. Coulter
Production Managers ..... James Harvey, Donn Bennett
Publicity Director ..... J. A. Aull
Musical Director ..... Clarence Fuhrman
Chief Engineer ..... Ernest Gager

TELESCRIPTS
. . . ORIGINATED BY
PA
are complete scripts, cued for music or sound effects, and moved on the special
AP *Radio News Wire.*
WIDELY SPONSORED FROM COAST TO COAST

WCAU

PHILADELPHIA



50,000 Watts in all directions

WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1210 Kc.....Power: 50000 Watts
Owned-Operated By.....WCAU Broadcasting Company
Address.....1622 Chestnut Street
Phone Number .....Locust 7700
Transmitter Location...Moorestown Township, New Jersey
Time on the Air.....5 a.m. to 1 a.m.
News Service .....AP; Transradio
Transcription Service ....World Broadcasting System; Associated Music Publishers
Representative .....Bertha Bannan (Boston); Virgil Reiter & Co. (Chicago); Paul H. Raymer Co. (Pacific Coast)

Personnel

President and Station Manager.....Dr. Leon Levy
Assistant Director.....Harry B. Watton
Commercial Manager.....Alex Rosenman
Sales Promotion Manager.....T. I. Oberfelder
Director of Programs.....Stan Lee Broza
Production Manager .....Horace Feyhl
Publicity Director.....H. T. Murdock
Director of W69H.....H. B. Watton
Program Director of W69H.....Norris West
Musical Director .....Johnny Warrington

AP

THRU

PA

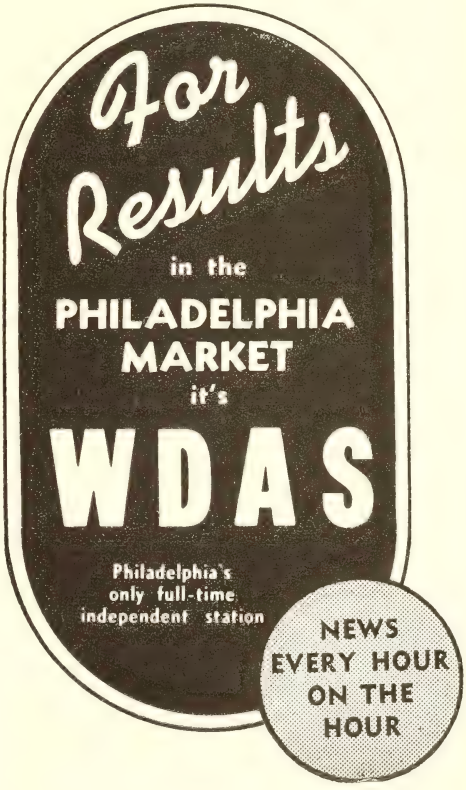
WDAS

PHILADELPHIA—EST. 1924

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WDAS Broadcasting Station, Inc.
Address .....1211 Chestnut Street
Phone Numbers.....Locust 7400; Race 7474
Transmitter Location.....Woodside Park
Time on the Air.....7 a.m. to 12 midnight
News Service ..... INS
Transcription Service .....Lang-Worth

Personnel

President.....Alexander W. Dannenbaum
Vice-President-General Manager..P. J. Stanton
Secretary-Treasurer...A. W. Dannenbaum, Jr.
Commercial Manager.....Charles Stahl
Program Director.....Harold Davis
Production Manager.....Gene Edwards
Publicity Director-Chief Announcer .....Jerry Stone
News Editor .....Bob Benson
Foreign Language Director....Nathan Fleisher
Musical Director.....Joseph Schribeman
Chief Engineer.....Frank Unterberger



JUDGE US BY THE COMPANIES WE "KEEP"

We have an Honor Roll here at WFIL—a record of outstanding "attendance." Were we to call the Roll, you'd hear a dazzling succession of the nation's leading advertisers.

223 spot advertisers used WFIL during 1942, of which 94 have been on WFIL for two or more consecutive years. Here is the actual record:

Eight years	2	Five years	4
Seven years	4	Four years	10
Six years	6	Three years	28
		Two years	40

But don't misunderstand. We're not living in the past. In 1942 alone, 76 NEW advertisers joined the WFIL Honor Roll.

We invite you to judge us not only by the accounts we SELL—but KEEP.

WFIL

Philadelphia's BLUE NETWORK Station
Represented by The Katz Agency, Inc.

WFIL

PHILADELPHIA—EST. 1934

BLUE NETWORK

QUAKER NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....WFIL Broadcasting Company
Address .....Widener Building
Phone Number .....Rittenhouse 6900
Transmitter Location.....63rd St. & Passyunk
Time on the Air: 5:45 a.m. to 1 a.m; Sundays, 8 a.m. to 1 a.m.
News Service .....INS
Transcription Service.....Associated Music Publishers
Representative .....The Katz Agency, Inc.

Personnel

President.....Samuel R. Rosenbaum
General Manager.....Roger W. Clipp
Sales Manager.....John E. Surrick
Business Manager.....William B. Caskey
Program Director.....Edward C. Obrist
Production Manager.....Donald Martin
Public Relations Director.....Jack Steck
Musical Director.....Norman Black
Acting Chief Engineer.....Louis E. Littlejohn

WHAT

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....Independence Broadcasting Company, Inc.
Address....539 Ledger Bldg., 6th and Chestnut Streets
Phone Number .....Lombard 2390
Transmitter Location.....Hotel Philadelphian, 40th and Chestnut Sts.
Time on the Air.....42 hours weekly (shares with WTEL)
Newspaper Affiliation ...Philadelphia Record
News Service .....AP

Personnel

President.....J. David Stern
General Manager.....Milton Laughlin

WIBG

PHILADELPHIA—EST. 1925

Frequency: 990 Kc.....Power: 10000 Watts
Owned-Operated By.....Seaboard Radio Broadcasting Corporation
Business Address.....1423-25 Walnut Street
Phone Number .....Rittenhouse 2300
Transmitter Location.....Conshohocken, Pa.
Time on the Air.....6 a.m. to 2 p.m.

AP NEWS FOR RADIO

is available exclusively through

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK, N. Y.

HIT 'EM WHERE THEY ARE!

Aim your message at the huge concentration of **war workers** in the Philadelphia area.

Long the **third largest market** in the country, war-time Philadelphia with its expanded industries is now a far richer market than ever before.

Here is a **buying public** you can't ignore

...reach them through

"PHILADELPHIA'S PIONEER VOICE"

WIP

610 ON THE DIAL

5,000 Watts **24 Hours a Day**

Complete Coverage of Philadelphia and Metropolitan Area

Mutual Broadcasting System

News Service .. AP; UP
National Representative .....Spot Sales

Personnel

President.....Paul F. Harron
General Manager .....Edward D. Clery
Sales Promotion-Production Manager .....Rupe Werling
Program-Musical Director.....Douglas Arthur
Chief Engineer .....John H. Henninger

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WIP

PHILADELPHIA—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....Pennsylvania Broadcasting Company
Address ..... 35 South 9th Street
Phone Number.....WAlnut 6800
Transmitter Location.....Bellmawr, N. J.
Time on the Air.....24 hours daily
News Service .....AP; UP
Transcription Service .....World Broadcasting System

Personnel

President & Station Manager.....Benedict Gimbel, Jr.
V-P in Charge of Sales.....Edward A. Davies
Program Director .....Edward Wallis
Assistant Program Manager-Publicity .....Sam Serota
Production Manager.....Varner Paulsen
Night Manager .....Howard Brown
Musical Director.....Joe Frasetto
Technical Supervisor.....Clifford C. Harris

•

WPEN

PHILADELPHIA—EST. 1929

ATLANTIC COAST NETWORK

Frequency: 950 Kc.....Power: 5000 Watts
Owned By.....William Penn Broadcasting Co.
Operated By.....Arde Bulova
Address.....501 Madison Ave., New York
Phone Number.....Plaza 3-1535
Studio Address.....1528 Walnut St.
Transmitter Location.Columbia Ave. & Race St.
Time on the Air.....6:45 a.m. to 12 midnight
News Service .....Transradio
Transcription Service .....Lang-Worth
National Representatives.....Homer Griffith; Dana Baird

Personnel

Owner .....Arde Bulova
General Manager.....Arthur Simon
Publicity Director.....Gil Babbitt
Program Director..... Lewis L. London
Musical Director.....Joseph Fransoza
Chief Engineer.....Charles Burtis

(See Page 548)

WTEL

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By....Foulkrod Radio Eng. Co., Inc.
Address .....4312-14 N. Broad St.
Phone Numbers: Gladstone 1310; Davenport 4310; North 1031
Transmitter Location....."H" St. and Wyoming Ave.
Time on the Air.... Shares with WHAT and WCAM
Transcription Service .....Lang-Worth

Personnel

President .....Doug. Hibbs
General Manager .....Henry N. Cocker
Chief Engineer....Gray D. MacLaughlin, Jr.

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KDKA

PITTSBURGH—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 1020 Kc.....Power 50000 Watts
Owned-Operated By.....Westinghouse Radio Stations, Inc.
Business Address.....1619 Walnut St., Philadelphia, Pa.
Studio Address .....Grant Building
Phone Number .....Grant 4200
Transmitter Location...Allison Park, Hampton Township, Pa.
Time on the Air: 24 hours daily; signoff 1 a.m. Fri. and Sat.
News Service .....AP; UP; Reuters
Transcription Service .....NBC Thesaurus
National Sales Office Address..1619 Walnut Street, Philadelphia, Pa.
Representative....National Broadcasting Co.

Personnel

President.....G. H. Bucher
General Manager.....James B. Rock
Commercial Manager.....J. S. de Russy
Sales Promotion Manager.....W. B. McGill
Program Director.....Robert E. White
War Program Director.....Victoria Corey
Production Manager.....Robert Shield
Publicity Director .....James Murray
Office Manager.....Robert E. Pusey
Continuity Supervisor.....Dale Jackson
Agricultural Director.....Homer A. Martz
Chief Announcer.....Wilbur C. Sutherland
Traffic Manager.....G. Dare Fleck
Musical Directors.....Bernie Armstrong, Aneurin Bodycombe
Acting Chief Engineer.....Ted Kenny

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KQV

PITTSBURGH—EST. 1919

THE BLUE NETWORK

Frequency: 1410 Kc.....Power: 1000 Watts

Philadelphia
in
'43
Continues to Be
America's Number 1
Arsenal
The Reason Why!
MORE WORKERS
(New Ones—Thousands +)
MORE PRODUCTION
(Topping '42's All-Time High)
MORE MONEY
(Payrolls at Peak—120% Above 1940)
A war-working, war-spending Metropolitan area—that is Philadelphia in '43.
Philadelphia is BUYING—Let "the Station that Sells," do your SELLING!
5000 WATTS
950 ON THE DIAL
Affiliated station of the Atlantic Coast Network
WPEN

Owned-Operated By.....KQV Broadcasting Co.
Address.....Chamber of Commerce Bldg.
Phone Number .....Grant 4860
Transmitter Location.....1475 Crane Road
Time on the Air.....7 a.m. to 12:30 a.m.
News Service .....UP
Transcription Service..... Lang-Worth; Standard Radio
Representative.....Spot Sales

Personnel

President.....H. J. Brennen
Station Manager .....G. S. "Pete" Wasser
Commercial & Advertising Manager.....R. M. Thompson, Sr.
Program Director.....Ray Shannon
Publicity Director .....R. M. Thompson, Sr.
Chief Engineer.....Walter W. McCoy

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WCAE

PITTSBURGH—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAE, Inc.
Address .....Wm. Penn Hotel
Phone Number .....Atlantic 6900
Transmitter Location.....Agnew Road, Baldwin Township, R. D. No. 6
Time on the Air.....6:45 a.m. to 2 a.m.
Newspaper Affiliation..... Pittsburgh-Sun Telegraph
News Service.....INS; AP
Transcription Service.....World Broadcasting System
Representative .....The Katz Agency, Inc.

Personnel

President-General Manager .....Leonard Kapner
Sales Manager.....Willard Schroeder
Chief Announcer.....Bob Donley
Program Manager.....R. Clifton Daniel
Production Manager.....Don Dixon
Continuity Chief.....Ben Muros
Musical Director.....Barron Elliott
Chief Engineer.....James Schultz

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WJAS

PITTSBURGH—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc...Power: 5000 d.; 1000 n. (C.P. 5000 d. & n.)
Owned-Operated By.....Pittsburgh Radio Supply House
Address .....411 Seventh Avenue
Phone Number .....Grant 4860
Transmitter Location.....1459 Crane Road, Greentree
Time on the Air.....Unlimited license
Representative .....Wm. G. Rambeau Co.

Personnel

President & General Manager.....H. J. Brennen
Commercial Manager....R. M. Thompson, Sr.

•

WWSW

PITTSBURGH—EST. 1931

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated My.....WWSW, Inc.
Address .....Hotel Keystone
Phone Number .....Grant 5200
Transmitter Location ....341 Rising Main St., N. S.
Time on the Air.....24 hours daily
Newspaper Affiliation.....Pittsburgh Post Gazette
News Service ..... AP
Transcription Service..Standard Radio; Associated Music Publishers

Personnel

President-Station Manager, Frank R. Smith, Jr.
Commercial Manager .....Thomas B. Price
Publicity-Sales Promotion Manager .....John Wilkoff
Program Director.....Walter E. Sickles
War Program Director.....Marjorie McCann
Production Manager.....John Davis
Artists' Bureau Head.....Marie Wilk
Chief Announcer..... David Tyson
Musical Director .....John Mitchell
Chief Engineer.....Henry R. Kaiser

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WEEU

READING—EST. 1931

NATIONAL BROADCASTING CO.
QUAKER NETWORK

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....Berks Broadcasting Co.
Business Address.....533 Penn St.
Phone Number 7335
Studio Address .....533 Penn St.
Transmitter Location.....Spring Township
Time on the Air.....Local sunrise to sunset
Transcription Service...Lang-Worth; Standard Radio
News Service .....UP
Representative .....George P. Hollingbery Co.

Personnel

General Manager .....Clifford M. Chafey
Program Director.....J. Calvin Jackson
Sales Manager.....Robert Magee
Musical Director.....E. Lester Hoffmaster
Chief Engineer.....H. O. Landis

AP THRU PA

AP News for radio
is available exclusively through

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza New York, N. Y.

WRAW

READING—EST. 1921

NATIONAL BROADCASTING CO.
QUAKER NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By ....Reading Broadcasting Co.
Business Address.....533 Penn St.
Phone Number 7336
Studio Address .....533 Penn St.
Transmitter Location .....Pomeroy Bldg.
Time on the Air.....7 a.m. to 12 midnight
News Service .....UP
Transcription Service .....NBC Thesaurus; Lang-Worth
Representative.....William G. Rambeau Co.

Personnel

President .....Clifford M. Chafey
Station Manager .....Raymond A. Gaul
Sales Manager.....Arthur W. Chafey
Program Director.....J. Calvin Jackson

WARM

SCRANTON—EST. 1940

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK
PENNSYLVANIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Union Broadcasting Co.
Address .....Select Bldg.
Phone Number 4-5707
Transmitter Location.....721 N. Blakely St., Dunmore, Pa.
Time on the Air.....7 a.m. to midnight
News Service ..... UP
Transcription Service.....NBC Thesaurus
Representative ...George P. Hollingbery Co.

Personnel

President .....Martin F. Memolo
Station Manager .....Dale Robertson
Commercial Manager..William M. Dawson, Jr.
Program Director.....Kenneth Beghold
Chief Announcer .....John Von Bergen
Musical Director.....Frank Keller
Chief Engineer.....Adolph Oschmann

WGBI

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc...Power: 1000 d.; 500 n.
Owned-Operated By..... Scranton Broadcasters, Inc.
Business Address.....1000 Wyoming Ave.
Phone Number 6296
Studio Address.....1000Wyoming Ave.
Transmitter Location.....Drinker Turnpike, Dunmore, Pa.
Time on the Air: 6:45 a.m. to 1:05 a.m.; Sundays, 7:45 a.m. to 1:05 a.m.
News Service .....AP
Transcription Service.....World Broadcasting System
Representative.....John Blair & Co.

Personnel

President..... Frank Megargee
Station Manager.....Robert E. McDowell
Commercial & Sales Manager.....Geo. D. Coleman
Program Director.....Frank Monaghan
Production Manager.George W. Winterstein, Jr.
Publicity Director .....George Campbell
Chief Announcer.....Bill Pierce
Chief Engineer.....Kenneth R. Cooke

WQAN

SCRANTON

Frequency: 910 Kc...Power: 1000 d.; 500 n.
Owned-Operated By....The Scranton Times
Address ..... Scranton
Transmitter Location ..... Scranton
Time on the Air.....Shares time with WGBI
Newspaper Affiliation ...The Scranton Times

Personnel

President .....Edward J. Lynett
Director .....A. J. O'Malley

(Non-Commercial Station)

WPIC

SHARON—EST. 1938

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....Sharon Herald Broadcasting Company
Business Address.....P. O. Box 541
Phone Numbers..... 4113, 4114
Studio Address.....Pine Hollow Blvd.
Transmitter Location.....Pine Hollow Blvd.
Time on the Air.....6 a.m. to local sunset
Newspaper Affiliation.....Sharon Herald
News Service..... UP
Transcription Service.....Associated Music Publishers
Representative.....Howard H. Wilson Company

Personnel

President & General Manager.....John Fahnline, Jr.
Commercial Manager....J. T. Van Sweringen
Program Director.....Paul Gamble
Publicity Director.....Evelyn Keller
Chief Engineer.....A. C. Heck

WKOK

SUNBURY—EST. 1933

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sunbury Broadcasting Corp.
Address .....1150 N. Front St.
Phone Number 1325

Transmitter Location.....1150 N. Front St.
Time on the Air.....7 a.m. to 10 p.m.
News Service ..... UP
Transcription Service .....Lang-Worth
Representative ..... Cox & Tanz

Personnel

Secretary-Treasurer.....B. A. Beck
Station Manager.....Melvin Lahr
Program Director.....Paul Miller
Sales Manager.....Homer Smith
Chief Engineer.....Clif Kerstetter

WMBS

UNIONTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By .....Fayette Broadcasting Corp.
Address .....Fayette Title and Trust Bldg.
Phone Number..... 800
Transmitter Location .....Burgess Field
Time on the Air.....7 a.m. to 12:05 a.m.
News Service .....UP
Transcription Service .....NBC Thesaurus
National Representative.....Radio Advertising Corp.

Personnel

President and Station Manager.....Joseph C. Burwell
Commercial Manager.....Harry Burwell
Program Director.....Sullivan Sages
Chief Announcer .....Kenneth Wilson
Musical Director..... Mary Lucius
Chief Engineer.....Harold Frueham

WJPA

WASHINGTON—EST. 1942

PENNSYLVANIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Washington Broadcasting Company
Address .....George Washington Hotel
Phone Number 4870
Transmitter Location.North Strabane Township
Time on the Air: 7 a.m. to 12:30 a.m.; Sundays, 9 a.m. to 12:30 a.m.
News Service ..... UP
Transcription Service .....Lang-Worth
National Representative.....Spot Sales, Inc.

Personnel

General Manager.....John Laux
Commercial-Sales Promotion Manager ..... John M. Croft
Program Director..... Stanley Schultz
Chief Engineer .....Joseph M. Troesch

WBAX

WILKES-BARRE—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....John H. Stenger, Jr.
Address .....141 South Main St.
Phone Number..... 3-0196
Transmitter Location.....Plains Township, Pa.
Time on the Air.....7 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....Associated Music Publishers

Personnel

President-Station Manager...John Stenger, Jr.
General Manager .....A. W. Grebe
Program Director .....Dick Mawson
Production Manager .....Ed Thomas
Chief Announcer.....Richard Owens
Musical Director.....Phil Cusick
Chief Engineer .....John Stenger, Jr.

WBRE

WILKES-BARRE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned By .....Louis G. Baltimore
Operated By.....A. C. Baltimore
Address .....62 So. Franklin Street
Phone Number..... 33101
Transmitter Location..Third Avenue, Kingston, Pa.
Time on the Air.....7 a.m. to 1 a.m.
News Service ..... AP

Personnel

President and Station Manager.....Louis G. Baltimore
Commercial Manager.....A. C. Baltimore
Program Director.....Tiny Hamrick
Production Manager.....Jimmy McCarthy
Publicity Director .....Jerry Butler
Musical Director.....L. Savitt
Chief Engineer.....Charles Sakoski

WRAK

WILLIAMSPORT—EST. 1929

NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRAK, Inc.
Address .....244 West Fourth Street
Phone Number 2-6116
Transmitter Location..1561 West Fourth Street
Time on the Air: 11:15 p.m.; Sundays, 9 a.m. to 11 p.m.
Newspaper Affiliation.....Williamsport Sun; Williamsport Gazette & Bulletin
News Service ..... UP
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son

Personnel

President.....E. M. Case
Station Manager.....George E. Joy
Commercial Manager....Thomas W. Metzger
Office Manager.....Helen McKenna
Program Director.....Mary Helen Person
Production Manager.....J. Wright Mackey

Chief Announcer.....Paul M. Breining
Chief Engineer .....Louis Persio

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WORK

YORK—EST. 1932

BLUE NETWORK—MBS-NBC
MASON-DIXON GROUP

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By....York Broadcasting Co.
Business Address.....13 S. Beaver St.
Phone Number..... 6629
Transmitter Location..West Manchester Township, Pa.
Time on the Air.....7 a.m. to 1 a.m.
News Service ..... UP
Transcription Service.....Standard Radio
Representative.....Paul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCullough
Station Manager.....Harold Miller
Station Director .....J. Robert Gulick
Sales Promotion Manager.....Leslie Golliday
Program Director .....Arthur Weeks
Publicity Director.....Wilhelmina Hollinger
Production Manager .....John Neff
Musical Director .....Frank Renaut
Chief Engineer.....J. E. Mathiot

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WSBA

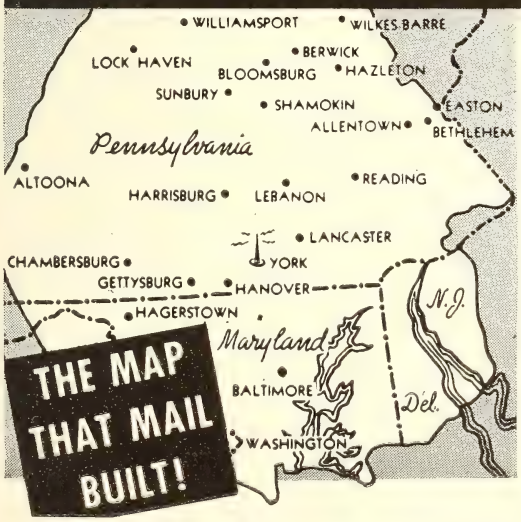
YORK—EST. 1942

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By....Susquehanna Broadcasting Co.
Address ..... York
Transmitter Location.....York
Time on the Air.....Daytime License
News Service .....AP; INS
Transcription Service.....Associated Music Publishers; World Broadcasting System
Representative .....The Walker Co.

Personnel

Station Manager.....Otis Morse 4th
Commercial Manager .....Sydney Robbins
Program Director.....Max Robinson
War Program-News Director...Saralee Deane
Continuity Editor.....Ann Trippe
Chief Announcer .....Max Robinson
Musical Director .....Lloyd Filby
Chief Engineer.....Woodrow G. Eberhart

The Time to Buy in Central Pennsylvania

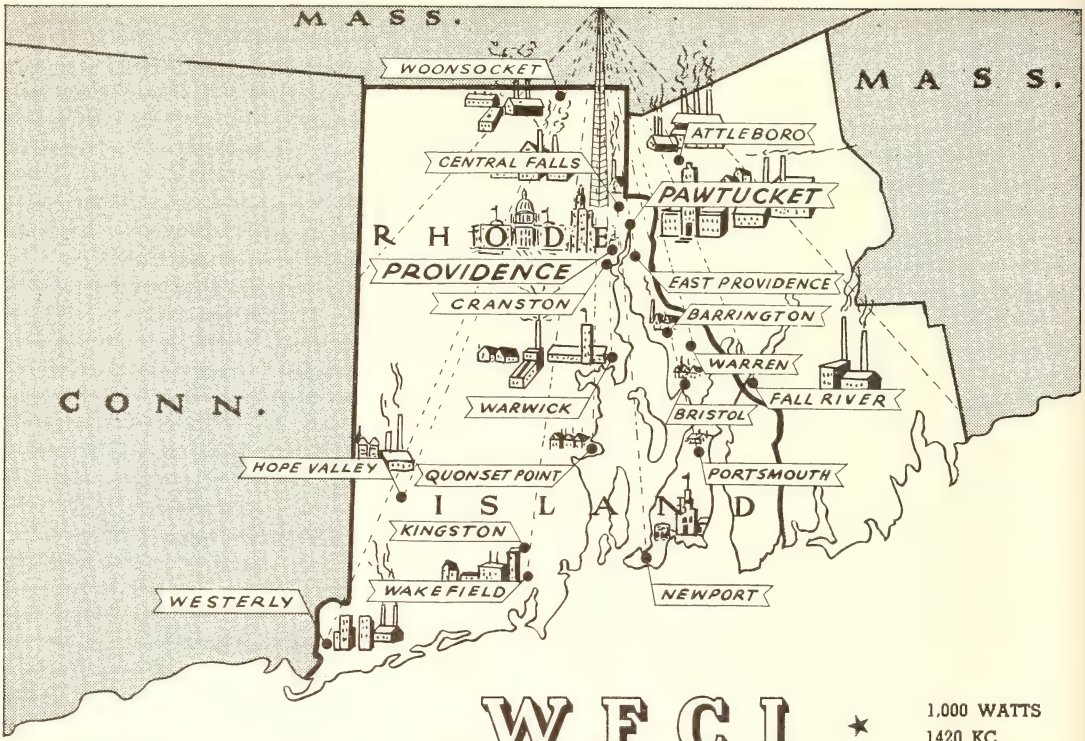


WSBA 900

THE "MID-POINT" ON YOUR DIAL

People . . . *thousands of them* . . . in 44 prosperous counties of Central Pennsylvania and Northern Maryland *listen to WSBA.* Mail response proves it! A rich market normally . . . richer now with increased industrial and agricultural activity.

York, Pennsylvania • Nat. Rep., The Walker Co.



WFCI ★

1,000 WATTS
1420 KC

High Potential Audience - - Low Cost

A POWERFUL INFLUENCE OVER A **$793,798,000** BUYING POWER

No New England Campaign Is Complete Without Effective Coverage of This Rich, Concentrated High-Spot New England Market

PROVIDENCE TRADING AREA RANKS:

★ 52nd in Population! ★ 32nd in Total Income ★ 9th in Income Per Family

Effective Buying Income — $793,798,000!

★ 84.59% Better Than 1940! ★ 39% Greater Than National Average!

For More Listeners Per Dollar. For Intensive Coverage of a Concentrated Market For Sending Your Sales Message to **253,000** Radio Homes Where There's **$793,798,000** To Spend

Buy WFCI

where the popular programs of the BLUE NETWORK ride high on a wave of popularity

MARKET DATA COPYRIGHTED SALES MANAGEMENT SURVEY OF BUYING POWER OCTOBER 10, 1942

National Representatives: **HEADLEY-REED COMPANY** NEW YORK, CHICAGO, DETROIT ATLANTA • SAN FRANCISCO

RHODE ISLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WFCI

PAWTUCKET—EST. 1941

BLUE NETWORK
ATLANTIC COAST NETWORK

Frequency: 1420 Kc. ....Power: 1000 Watts
Owned-Operated By....Pawtucket Broadcasting, Inc.
Business Address.....450 Main Street
Phone Number..... Perry 9540
Transmitter Location..John St., Lonsdale, R. I.
Time on the Air: 5:55 a.m. to 1:05 a.m.; Sundays, 7:30 a.m. to 1 a.m.
News Service ..... Transradio
Transcription Service .....Standard Radio
Representative.....Headley-Reed Co.

Personnel

President .....Howard W. Thornley
Treasurer.....Frank F. Crook
Commercial Manager.....T. F. Allen
Program Director.....George Sutherland
Musical Director .....Arthur Paquette
Chief Engineer .....Gilbert Johnson

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WEAN

PROVIDENCE—EST. 1922

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....The Yankee Network, Inc.
Address ..... Crown Hotel
Phone Number ..... DExter 1500
Transmitter Location....East Providence, R. I.
Time on the Air.....Unlimited License
Transcription Service .....Associated Music Publishers
Representative.....Edward Petry Co., Inc.

Personnel

President .....William O'Neil
General Manager.....John Shepard 3rd
Station and Sales Supervisor....M. S. Parker
Chief Engineer.....H. Tilley

WJAR

PROVIDENCE—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....The Outlet Company
Business Address.....176 Weybosset Street
Phone Number..... Gaspee 1071
Transmitter Location.....Wamponoag Trail, East Providence, R. I.
Time on the Air.....Unlimited License
Transcription Service.....World Broadcasting System
Representative .....Weed & Company

Personnel

President.....Mortimer L. Burbank
Station Manager.....John J. Boyle

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WPRO

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....Cherry & Webb Broadcasting Company
Address .....15 Chestnut Street
Phone Number..... Plantations 9776
Transmitter Location....East Providence, R. I.
Time on the Air: 6 a.m. to 1:05 a.m.; Sundays, 8 a.m. to midnight
News Service .....AP; UP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Company

Personnel

President.....William S. Cherry, Jr.
Station Manager .....William T. Bush
Commercial Manager.....George Jaspert
Program Director.....H. William Koster
Sales Promotion-Publicity Director, Albert C. Rider
Musical Director.....Edwin F. Drew
Chief Engineer.....Howard W. Thornley

SOUTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WAIM

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton E. Hall
Address .....Anderson College
Phone Number 800
Transmitter Location .....Anderson College
Time on the Air .....Unlimited license
Newspaper Affiliation. Anderson Independent; Daily Mail
News Service .....AP
Transcription Service: Lang-Worth; C. P. MacGregor; World Broadcasting System
Representative.....Spot Sales, Inc.

Personnel

Owner .....Wilton E. Hall
Station Manager .....Wilton Martin
Commercial Manager.....G. Paul Browne
Program Director.....Jimmie Simpson
War Program Director .....Edith Hall
Artists Bureau .....Sammy Gaines
Chief Engineer.....Harold C. Spengler

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WCSC

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....South Carolina Broadcasting Company
Address .....Francis Marion Hotel
Phone Numbers.....7611; 7612
Transmitter Location.....Windemere, S. C.
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to midnight
News Service ..... UP
Transcription Service .....NBC Thesaurus
Representative.....Free & Peters

Personnel

President-Station Manager.....J. M. Rivers
Commercial Manager.....Roland Weeks
Promotion-Traffic Manager...Thomas L. Means
Program Director.....Russ Long
Production Manager.....T. Heyward Moore
Chief Announcer .....Russell Long
Musical Director.....Elizabeth Gignilliat
Chief Engineer.....J. M. Weaver

WTMA

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By.....Atlantic Coast Broadcasting Company
Business Address.....135 Church St.
Phone Number 2-2961; 2-2962
Studio Address .....135 Church St.
Transmitter Location.....Albemarle, S. C.
Time on the Air: 6 a.m. to midnight; Sundays, 8 a.m. to midnight
Newspaper Affiliation.....News & Courier; Charleston Evening Post
Transcription Service.....Standard Radio
Representative .....George P. Hollingbery Co.

Personnel

President.....R. M. Manigault
Station Manager .....R. E. Bradham
Commercial Manager.....W. P. Speight
Program Director.....C. Wylie Calder
Chief Engineer.....D. M. Bradham

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WCOS

COLUMBIA—EST. 1939

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Carolina Broadcasting Corp.
Address .....1202 Main St.
Phone Number..... 25601
Transmitter Location.....200 Senate St.
Time on Air: 6:30 a.m. to midnight; Sundays, 8 a.m. to midnight
News Service .....AP
Transcription Service..Associated Music Publishers
Representative.....Spot Sales, Inc.

Personnel

President .....H. F. Kinscey
General Manager.....W. C. Bochman
Sales Manager.....Hub Jackson
Sales Promotion Manager...Davis Spiers, Jr.
Program Director .....Howard Hamrick
War Program Director.....Delphine Finn
Chief Announcer .....Moody McElveen
Artists Bureau.....W. M. Burnette
Chief Engineer .....Harry Clippard

WIS

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....The Surety Life Insurance Company.
Address.....1811 Main Street
Phone Number.....2-2135; 2-2136
Transmitter Location.....Bluff Road
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service.....NBC Thesaurus
Representative .....Free & Peters, Inc.

Personnel

President .....W. Frank Hipp
Station Manager.....G. Richard Shafto
Commercial Manager.....J. D. Saumenig
Merchandising Manager.....Harry S. Duval
Program Director.....Floyd D. Rodgers, Jr.
Production Manager-Chief Announcer ..... Glenn Adams
Musical Director.....Barbara Murphy
Chief Engineer.....Scott Helt

WOLS

FLORENCE—EST. 1937

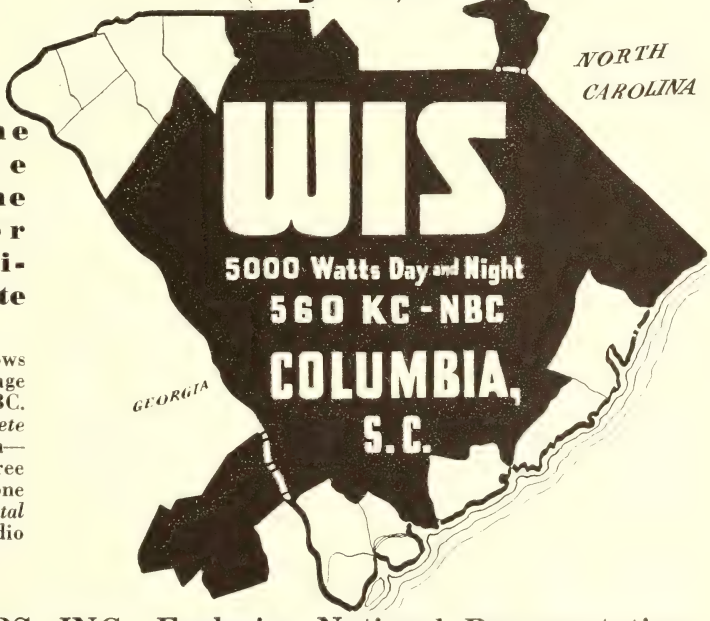
NATIONAL BROADCASTING CO.
BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Florence Broadcasting Co., Inc.
Address .....Sanborn Hotel
Phone Number 48
Transmitter Location.....Charleston Highway
Time on the Air.....7 a.m. to 11:15 p.m.
News Service ..... UP
Transcription Service.....Keystone Broadcasting System
Representative .....Cox & Tanz

Personnel

Owner .....M. F. Schnibben
Station Manager.....R. O. Dorsey
Commercial-Sales Promotion Manager, H. Russ Holt
Program-Musical Director.....Bill Simmons
Publicity Director.....Bonnie McCubbins
Chief Engineer .....Herman Hanks

Here is your SOUTH CAROLINA coverage (daytime)—with



Combining the *Power*, the *Frequency*, the *Programs* for Complete Dominance in the State

The map at the right shows the WIS daytime coverage area, as designated by NBC. Note the almost *complete* coverage of South Carolina—plus the "bonus" of three counties in Georgia and one in North Carolina. *Total Radio Families* (1940 Radio Home Census)—127,922.

FREE & PETERS, INC., Exclusive National Representatives

WFBC

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.
BLUE RIDGE NETWORK

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By.....Greenville News-Piedmont Co.
Address ..... Poinsett Hotel
Phone Number 362; 363
Transmitter Location .....Gannt, S. C.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Greenville News-Piedmont
Transcription Service.....NBC Thesaurus
Representative: Weed & Co.; B. Frank Cook (Atlanta, Ga.)

Personnel

President ..... Roger C. Peace
Station Manager .....B. T. Whitmire
Commercial Manager.....Robert Glass
Program Director.....Norvin C. Duncan
Production Manager.....Robert F. Anthony
Publicity Director.....Loren L. Watson, Jr.
Chief Announcer .....Bob Anthony
Musical Director..... Alice Wyman
Chief Engineer.....W. C. Etheredge

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WMRC

GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Textile Broadcasting Company, Inc.
Business Address.....Prevost Bldg.
Phone Number 5730
Studio Address.....Prevost Building
Transmitter Location.....400 Mayberry Street
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
News Service .....AP
Transcription Service .....World Broadcasting System
National Representative..Burns Smith Co., Inc.

Personnel

President.....Robert A. Jolly
Station-Commercial Manager...W. Ennis Bray
Program Director .....Loren Watson
War Program Director.....Cecile Gentry
Musical Director .....Sid Tear
Chief Engineer.....George D. Tate

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WCRS

GREENWOOD—EST. 1941

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Grenco, Inc.
Address ..... Greenwood
Phone Number 4300
Transmitter Location..... Greenwood
Time on the Air.....Unlimited license
News Service ..... AP
Transcription Service.....Standard Radio

Personnel

President ..... Douglas Featherstone
Station Manager .....Dan Crosland
Program Director .....Newton S. Smyth
Women's Editor .....Margaret Bailey
Chief Engineer.....E. C. Niemann

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WORD

SPARTANBURG—EST. 1940

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Spartanburg Advertising Company
Address .....Radio Center
Phone Number 2901
Transmitter Location.....2½ miles Northeast of Spartanburg
Time on the Air.....6 a.m. to 12 midnight
News Service.....PA; UP
Transcription Service.....Standard Radio; NBC Thesaurus
Representative.....Geo. P. Hollingbery Co.

Personnel

Vice-President and General Manager, Walter J. Brown
General Manager.....G. O. Shepherd
Program Director .....James Reppert
Chief Engineer.....Murray Coleman

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WSPA

SPARTANBURG—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Spartanburg Advertising Corporation
Address .....Radio Center
Phone Number 2900
Transmitter Location.....3½ miles Northwest of Spartanburg
Time on the Air.....6 a.m. to 12 midnight
News Service ..... UP
Transcription Service.....World Transcription Service; Associated Music Publishers
Representative.....George P. Hollingbery Co.

Personnel

Vice President-General Manager, Walter J. Brown
Station Manager .....John W. Kirkpatrick
Assistant General Manager..Roger A. Shaffer
Musical Director .....Corinne Kearse
Chief Engineer .....Harold Beckholt

WFIG

SUMTER—EST. 1940

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Radio Station WFIG, Inc.
Address .....39 North Main Street
Phone Number (Studio).....1340
Transmitter Location.....Highway No. 76
Time on the Air.....18 hours daily
News Service ..... UP
Transcription Service.....Keystone Broadcasting System
National Representative.....Cox & Tanz

Personnel

President .....Julius S. Brody
Station Manager.....T. Doug Youngblood
Program Director-Chief Announcer .....Raymond Caddell
Publicity Director.....Dorothy Boney
Chief Engineer.....William E. Williams

SOUTH DAKOTA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KABR

ABERDEEN—EST. 1935

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Aberdeen Broadcast Company
Address .....117½ South Main Street
Phone Number..... 4626
Transmitter Location.....Wylie Park
Time on the Air.....7 a.m. to 12 midnight
News Service .....PA
Representative .....The Walker Company

Personnel

President .....H. C. Jewett, Jr.
Vice-President.....C. H. Anderson
Vice-President.....Olwin Ackley
Treasurer.....J. H. McKeever
Secretary-General Manager.....A. A. Fahy
Program Director.....Aileen Johnson
Chief Engineer.....Delbert Hunt

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KGFX

PIERRE—EST. 1922

KEYSTONE BROADCASTING SYSTEM

Frequency: 630 Kc.....Power: 200 Watts
Owned-Operated By.....Ida A. McNeil
Address .....203 West Summit Ave.
Phone Number 351
Transmitter Location....203 West Summit Ave.
Time on the Air.....Shares time in daytime
Transcription Service ...Keystone Broadcasting System
Representative ..... Cox & Tanz

Personnel

Owner and Director.....Ida A. McNeil

KOBH

RAPID CITY—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Black Hills Broadcast Company of Rapid City
Address .....Alex Johnson Hotel
Phone Number..... 2000
Transmitter Location....2½ miles East of City
Time on the Air: 6 a.m. to 10 p.m.; Sundays, 9 a.m. to 5 p.m.
News Service ..... UP
Transcription Service..Lang-Worth; Keystone Broadcasting System
Representative .....The Walker Company

Personnel

President.....C. A. Quarnberg
Station Manager.....Robert J. Dean
Commercial-Sales Promotion Manager, W. P. McCracken
Program Director-Production Manager, George E. Bruntlett
Director of War Programs-Musical Director .....Jack Thayer
Chief Announcer .....Al Paulson
Artists Bureau Head.....Mildred Palmer
Chief Engineer.....M. J. Jones

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WCAT

RAPID CITY—EST. 1921

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By .....South Dakota State School of Mines
Address .....East St. Joseph Street
Phone Number.....1600
Transmitter Location .....Rapid City
Time on the Air.....11 a.m. to 1 p.m.
Transcription Service .....Standard Radio

Personnel

President.....Joseph P. Connolly
Station-Production Manager.....C. M. Rowe
Program Director .....Lewis Binegar
Publicity Director.....Redford Dibble
Chief Announcer .....Stuart Lyman
Musical Director .....Edward Swanson
Chief Engineer .....E. E. Clark
(Non-Commercial Station)

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KELO

SIOUX FALLS—EST. 1937

BLUE NETWORK
NATIONAL BROADCASTING COMPANY

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Sioux Falls Broadcast Assn., Inc.
Address..... 317 So. Phillips Ave.
Phone Number..... 757
Transmitter Location.....Highway No. 16
Time on the Air.....10 a.m. to 12 midnight
News Service ..... UP
Transcription Service.....NBC Thesaurus
Representative .....Howard H. Wilson Co.

Personnel

President .....Joseph Henkin
Vice-President .....Morton Henkin
Commercial Manager.....George R. Hahn
Chief Engineer.....Max Staley

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KSOO

SIOUX FALLS—EST. 1926

BLUE NETWORK
NATIONAL BROADCASTING COMPANY

Frequency: 1140 Kc.....Power: 5000 Watts
Owned-Operated By.....Sioux Falls Broadcast Assn., Inc.
Address .....317 So. Phillips Ave.
Phone Number..... 757
Transmitter Location..... Highway No. 16
Time on the Air.....6 a.m. to local sunset
News Service ..... UP
Transcription Service.....NBC Thesaurus; Standard Radio
Representative.....Howard H. Wilson Co.

Personnel

President.....Joseph Henkin
Vice-President .....Morton Henkin
Commercial Manager.....George R. Hahn
Chief Engineer .....Max Staley

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KUSD

VERMILLION—EST. 1922

Frequency: 920 Kc.....Power: 500 Watts
Owned-Operated By ....University of South Dakota
Address.....Union Building
Phone Number..... 209-J
Transmitter Location..... Science Hall
Time on the Air.....3 p.m. to 6 p.m.

Personnel

Station Manager-Program Director .....Tom Steensland
Chief Announcer .....Richard Haddow
Chief Engineer .....Tom Bedwell
(Non-Commercial Station)

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KWAT

WATERTOWN—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Midland National Life Insurance Company
Operated By.....F. L. Bramble (Mgr.); M. W. Plowman (Ass't. Mgr.)
Address .....Midland Building
Phone Number 5050
Transmitter Location.....½ mile south of business section
Time on the Air.....7 a.m. to 10 p.m.
News Service ..... UP

Personnel

Station Manager.....F. L. Bramble
Assistant & Commercial Manager, M. W. Plowman
Program Director.....Bruce Krause
War Director.....M. W. Plowman
Chief Engineer.....Francis Alwin

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WNAX

YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
IOWA BROADCASTING COMPANY

Frequency: 570 Kc...Power: 5000 d.; 1000 n.; (C. P. 5000 n.)
Owned-Operated By.....WNAX Broadcasting Co.
Address .....Yankton
Phone Number.....443
Transmitter Location.....Yankton
Time on the Air.....5:30 a.m. to 12:05 a.m.
Newspaper Affiliation: Des Moines Register & Tribune
News Service .....AP; UP
Transcription Service.....Standard Radio; Lang-Worth
Representative .....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
Vice-President-General Manager.Phil Hoffman
Merchandising Manager.....Harold Storm
Program Director.....Arthur J. Smith
Production Manager.....Herb Howard
Musical Director.....Rex Hayes
Chief Engineer.....Clifton M. Todd

TENNESSEE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WOPI

BRISTOL—EST. 1929

NATIONAL BROADCASTING CO.
DANIEL BOONE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.Radiophone Broadcasting Station WOPI, Inc.
Address .....410 State St.
Phone Number .....WOPI
Transmitter Location.....Old Abingdon Road, Bristol, Va.
Time on the Air.....6:30 a.m. to 11:30 p.m.
News Service ..... UP
Transcription Service.....NBC Thesaurus
Representatives.....Burn-Smith Company; Harry E. Cummings

Personnel

President and General Manager.W. A. Wilson
Commercial Manager.....R. L. Russell
Program-Musical Director and Chief Announcer .....Fey Rogers
Publicity-Continuity Director.....Mike Cady
Traffic Manager .....Mary Abell
Chief Engineer.....Robert Smith

WAPO

CHATTANOOGA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1150 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By....Mrs. W. A. Patterson
Address .....Read House
Phone Number 6-6141
Transmitter Location .....Pineville, Tenn.
Time on the Air.....5:30 a.m. to 11:05 p.m.
News Service .....AP
Transcription Service .....NBC Thesaurus
Representative .....Headley-Reed Company

Personnel

Owner.....Mrs. W. A. Patterson
General Manager.....R. G. Patterson
Sales Manager.....R. N. Krepps
Program-Publicity Director....Helen Patterson
Chief Announcer.....Bob Bosworth
Artists' Bureau Head.....Louise Harley
Musical Director.....Jimmy Johnston
Chief Engineer.....B. B. Barnes

WDEF

CHATTANOOGA—EST. 1941

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Joe W. Engel
Address .....419 Volunteer Bldg.
Phone Number 6-5664
Transmitter Location.....419 Volunteer Bldg.
Time on the Air.....6 a.m. to 11 p.m.
News Service ..... UP
Transcription Service.....Standard Radio; Associated Music Publishers
Representative..... Burn-Smith Co.

Personnel

President .....Joe W. Engel
Station-Commercial Manager....Frank S. Lane
Sales Promotion Manager.....Ken Flenniken
Program Director.....Vann Campbell
Production Manager.....Luther Massengill
Chief Announcer.....George Barber
Auditor .....Pearl McWhorter
Artists' Bureau Head.....Rachel Morton
Musical Director.....Jean Van Arsdale
Chief Engineer.....B. C. Baker

WDOD

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By.....WDOD Broadcasting Corporation
Address..... Hamilton National Bank Building
Phone Number 6-5117
Transmitter Location .....Baylor School
Time on the Air.....6 a.m. to 11:05 p.m.
News Service ..... UP
Transcription Service: Langworth, Associated Music Publishers
Representative .....Paul H. Raymer Co.

Personnel

General Manager.....Earl W. Winger
Commercial Manager.....Carter M. Parham
Sales Promotion Manager....Cliff W. Bowers
Program Manager.....Gene Wilkey
Chief Announcer.....Paul Wann
Musical Director .....Graham Fowler
Chief Engineer.....J. C. Vessells

WJZM

CLARKESVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Wm. Kleeman
Address: Masonic Bldg., Commerce and Third Street
Phone Number..... 499
Transmitter Location .....Martin Street
Time on the Air.....6 a.m. to 11 p.m.
News Service ..... AP
Transcription Service .....Standard Radio

Personnel

Owner-Station Manager.....Wm. Kleeman
Assistant Manager .....Les Carmichael
Commercial-Sales Promotion Manager ..... Tom White
Program-Publicity Director.....H. Bynum
Bookkeeper .....Mrs. S. Hutton
Chief Engineer.....F. Kravitz

WHUB

COOKEVILLE—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WHUB, Inc.
Address ..... East Spring Street
Phone Number.....Southern Continental 200
Transmitter Location.....807 Hickory Street
Time on the Air.....111 hours weekly
News Service ..... UP
Transcription Service.....Standard Radio; Keystone Broadcasting System
National Representative.....Cox & Tanz

Personnel

President-Commercial Manager..M. L. Medley
Station Manager.....Bill Reeves
Publicity Director.....Joe Mabry
Chief Engineer .....Charles Burch

WTJS

JACKSON—EST. 1931

MUTUAL BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Sun Publishing Company
Address.....104 West Baltimore St.
Phone Number 3340
Transmitter Location .....Highway 45
Time on the Air.....7 a.m. to 12 midnight
Newspaper Affiliation.....The Jackson Sun
News Service.....PA; UP
Transcription Service.....Standard Radio
Representative .....The Branham Company

Personnel

President-Station Manager.....A. A. Stone
Commercial Manager.....A. B. Robinson
Program-Publicity Director.....Ottis Roush
War Program Director.....James Hoppers
Musical Director-Artists' Bureau Head, James Allen
Chief Engineer.....B. C. Brummell

WJHL

JOHNSON CITY—EST. 1938

THE BLUE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....WJHL, Inc.
Business Address.....412 S. Roan St.
Phone Number .....WJHL
Studio Address.....412 S. Roan St.
Transmitter Location .....Johnson City
Time on the Air.....6 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....Standard Radio
Representative.....Spot Sales, Inc.

Personnel

President-Station Manager.W. Hanes Lancaster
Office Manager .....Olive Hinderer
Commercial Manager.....Ken Marsh
Program Director.....Henry Frick
Chief Engineer.....O. K. Garland

WKPT

KINGSPORT—EST. 1940

NATIONAL BROADCASTING CO.
DANIEL BOONE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Kingsport Broadcasting Co.
Address .....222 Commerce St.
Phone Number ..... WKPT
Transmitter Location.....East Kingsport
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service .....Lang-Worth; Standard Radio
Representatives .....Burn-Smith Co.; Harry Cummings

Personnel

President.....C. P. Edward, Jr.
General Manager.....Jess Swicegood
Program-Production Manager...Paul Overbay
Chief Engineer.....Gladman W. Upchurch

WBIR

KNOXVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....J. W. Birdwell
Address: Chamber of Commerce Bldg., 618 South Gay Street
Phone Number 4-3321
Transmitter Location .....Wilder Place
Time on the Air.....Unlimited
News Service ..... UP
Transcription Service .....Associated Music Publishers
Representative .....Burn-Smith Co.

Personnel

Owner-Manager.....J. W. Birdwell
Station Manager.....John P. Hart
Program-Publicity Director.....Charles Devois

WNOX

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Operated By .....Scripps-Howard Radio, Inc.

Address .....110-112 South Gay Street
Phone Number 3-3171
Transmitter Location.....Anderson Road near Knoxville
Time on the Air: 5 a.m. to 12 midnight; Sundays, 5:30 a.m. to 12 midnight; Saturday, 5 a.m. to 1 a.m.
Newspaper Affiliation Knoxville News-Sentinel
News Service ..... UP
Transcription Service..Standard Radio; Long-Worth
Representative .....The Branham Company

Personnel

President .....Jack R. Howard
Vice-President-General Manager, R. B. Westergaard
Sales Promotion Manager .....C. B. Davis
Program Director.....Lowell Blanchard
Continuity Director.....Ken Wright
Musical Director.....Jerry Collins
Cashier-Office Manager .....Bruce King
Chief Engineer.....J. B. Epperson

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WROL

KNOXVILLE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....Stuart Broadcasting Co.
Business Address.....531 S. Gay St.
Phone Number 2-7111
Studio Address.....Hamilton Bank Bldg.
Transmitter Location.....Holston Hills
Time on the Air.....5 a.m. to 12 midnight
News Service ..... AP
Transcription Service .....NBC Thesaurus; C. P. MacGregor
Representative .....John Blair & Co.

Personnel

President .....S. E. Adcock
Commercial Manager.....C. H. Frazier
Sales Promotion Manager.....Fred Pfahler
Program-Publicity Director.....John Reese
Musical Director.....Harry Nides
Chief Engineer.....Owen McReynolds

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WHBQ

MEMPHIS—EST. 1925

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Broadcasting Station WHBQ, Inc.
Address .....Hotel Gayose
Phone Number..... 8-6868
Transmitter Location .....46 Neely St.
Time on the Air.....7 a.m. to 11 p.m.
News Service.....INS; PA
Transcription Service.....Lang-Worth

Personnel

General Manager.....E. A. Alburty
Commercial Manager .....E. Pournelle
Program Director.....E. H. McMurry, Jr.
War Program Director .....Bob Alburty
Chief Engineer.....Weldon Roy

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WMC

MEMPHIS—EST. 1923

NATIONAL BROADCASTING CO.
SOUTH CENTRAL QUALITY NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Memphis Publishing Co.
Address .....Goodwyn Institute
Phone Number 8-7464
Transmitter Location .....Five Points, Tenn.
Time on the Air: 5:30 a.m. to 12 midnight; Saturdays, 5:30 a.m. to 1 a.m.
Newspaper Affiliation .....Memphis Commercial Appeal
News Service ..... UP
Transcription Service .....NBC Thesaurus; Lang-Worth
Representative .....The Branham Co.

Personnel

Station Manager .....H. W. Slavick
Commercial Manager.....J. C. Eggleston
Assistant Commercial Manager .Cliff Goodman
Program Director .....John Cleghorn
Production Manager .....Earl Moreland
Musical Director .....John Long
Chief Engineer .....E. C. Frase, Jr.

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WMPS

MEMPHIS—EST. 1930

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....Memphis Broadcasting Company
Address .....Columbian Tower, 62 North Main Street
Phone Number 5-2721
Transmitter Location .....1690 South Lauderdale
Time on the Air..6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation .....Memphis Press-Scimitar
News Service ..... UP
Transcription Service .....Standard Radio
Representative.....Spot Sales, Inc.

Personnel

President.....Jack R. Howard
Station Manager-Program Director James C. Hanrahan
Commercial Manager .....Harold R. Krelstein
Merchandising Manager-Publicity Director Mildred R. Flippin

THE Fifth ESTATE

I'M ADVERTISING

I SELL automobiles; or that is, I did sell automobiles. Right now I couldn't sell Midas a new coupe if he gave me Fort Knox as a down payment.

So I'm advertising.

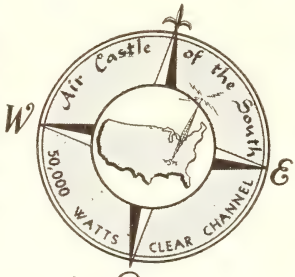
Yes, I said I'm advertising. I'm advertising because I've got a real story to tell! Planes—tanks—jeeps—every day I'm turning them out now! The Army is depending on me, the Navy is depending on me, and 130,000,000 Americans are depending on me. You think I'm not going to tell them what we're doing?

You think I'm going to keep quiet about my 200 research men who are planning a post-war car better and cheaper than any we've ever built? You think I'm going to erase a name it took 20 years to write on the public's mind?

Not any quicker than I'd cancel my insurance because I'm not dead.

I'm advertising and I've chosen radio because my story is so good it ought to be dramatized. Because more people are listening to radio than ever before in history. Because events are changing and my story has to be told fast. Because every dollar counts and radio offers me more for my money . . . I'm advertising!

WSM, a part of the great Fifth Estate, is proud that as an industry Radio, like so many other industries, makes this Pledge — "To keep everlastingly at it until Victory and Peace are won!"



HARRY L. STONE, Gen'l. Mgr. WSM NASHVILLE, TENN.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Director of War Programs
Francis Chamberlin
Chief Announcer .....Lawrence Trexler
Musical Director .....Berl Olswanger
Chief Engineer .....J. G. Deaderick

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WREC

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....Hoyt B. Wooten d/b as WREC Broadcasting Service
Address .....Hotel Peabody
Transmitter Location .....Memphis
Time on the Air .....Unlimited license
Transcription Service ....World Broadcasting System; Lang-Worth
Representative .....The Katz Agency

Personnel

Owner-General Manager.....Hoyt B. Wooten

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WLAC

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1510 Kc.....Power: 50000 Watts
Owned By ..J. T. Ward, d/b as WLAC Broadcasting Service
Operated By.....WLAC Broadcasting Service
Address.....Third National Bank Bldg.
Phone Number 6-0161
Transmitter Location .....Dickerson Road
Time on the Air..6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
News Service ..... UP
Transcription Service.... World Broadcasting System; Lang-Worth
Representative .....Paul H. Raymer Co.

Personnel

Owner.....J. T. Ward
General Manager .....F. C. Sowell
Promotion Manager .....Chas. L. Andrews
Merchandising Manager.....R. N. Maddux
Program Director .....Paul Oliphant
Musical Director.....Charles Nagy
Chief Engineer.....F. D. Binns

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WSIX

NASHVILLE—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By .....WSIX, Inc.
Address .....Nashville Trust Building
Phone Number 5-5431
Transmitter Location ...Northeast of Nashville
Time on the Air .....Unlimited license
Transcription Service .....Associated Music Publishers; Standard Radio; C. P. MacGregor; Lang-Worth
Representative .....Spot Sales, Inc.

Personnel

President-Station Manager..Jack M. Draughon
Commercial Manager.. ....Eugene S. Tanner

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WSM

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 650 Kc.....Power: 50000 Watts
Owned-Operated By.. The National Life and Accident Insurance Co.
Business Address ..... National Building
Phone Number 6-7181
Studio Address....Seventh Avenue and Union Street
Transmitter Location: Calendar Road, Williamson County, Tenn. (R.F.D. Franklin)
Time on the Air..18 hours daily; Sundays, 16 hours
News Service ..... AP; INS
Transcription Service .....Associated Music Publishers .....Lang-Worth
Representative .....Edward Petry & Co., Inc.

Personnel

Executive Vice-President.....Edwin W. Craig
Station Manager.....Harry L. Stone
Local Sales Manager.....W. S. Dustin
Program Director.....Jack Stapp
Artists' Bureau Head.....Ford Rush
Chief Announcer .....Ottis E. Devine
Musical Directors, Pietro Brescia, Beasley Smith
Acting Chief Engineer.....George Reynolds

✚

HELP

THE

RED CROSS

✚

Selling Dallas and Fort Worth:

Number One *Inland Manufacturing Centers of the West, South-Central States*

You're right when you choose either of these heavy-duty stations . . . Two stations with signals as steady and strong as the heart of a Texas fighting man.

WFAA-WBAP has a larger primary coverage area, day and night, than any other 50,000-watt station in the United States. For more than 20 years, folks of Texas, Oklahoma, Arkansas, Louisiana, and parts of Kansas, have got up in the morning . . . have gone to bed at night, by its programs.

KGKO delivers such a powerful signal for a 5,000-watt station that its 0.5 MV/M daytime contour includes more than 45% of the population of Texas (a tremendously big state: 6,414,824 population). The southern one-third of Oklahoma is in this 0.5 MV/M daytime contour.

ALL THIS, and MORE: In the audiences of these two hard-hitting radio stations are hundreds of thousands of men in Army and Navy camps of the Southwest—training grounds of the nation.

Jointly Owned and Operated by

The Dallas Morning News *and* **The Fort Worth Star-Telegram**

WFAA•WBAP
DALLAS•FORT WORTH

KGKO
FORT WORTH•DALLAS

Edward Petry and Co., *National Representatives*

TEXAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KRBC

ABILENE—EST. 1936

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Reporter Broadcasting Company
Address ..... Hotel Hilton
Phone Number 6255
Transmitter Location .....341 Ambler Avenue
Time on the Air .....6:45 a.m. to 10 p.m.
Newspaper Affiliation.....Abilene Reporter-News
News Service ..... AP
Representative .....The Foreman Co.

Personnel

President.....M. B. Hanks
Vice-President & Managing Director .....Howard Barrett
Local Sales Manager .....A. C. Etter
Program Director-Chief Announcer Charles Chumley
Accountant .....Thelma Kleyn
Chief Engineer ..... J. B. Casey

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KFDA

AMARILLO—EST. 1939

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Amarillo Broadcasting Corporation
Address ..... 109 East 5th St.
Phone Number 5343
Transmitter Location.....109 East 5th St.
Time on the Air: 6:30 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.
News Service ..... INS

Personnel

President.....Gilmore N. Nunn
Station-Commercial Manager ..H. P. Roberson
Sales Promotion Manager-Program Director Bonnie Bennett
Chief Engineer.....Howard Blaker

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KGNC

AMARILLO—EST. 1935

NATIONAL BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By....Plains Radio Broadcasting Company
Address.....Radio Building, 8th & Harrison
Phone Number 4242
Transmitter Location .....Bellaire Park
Time on the Air.... 6 a.m. to 12 midnight
Newspaper Affiliations: Amarillo Daily News; Amarillo Globe; Lubbock Avalanche Journal
News Service .....UP
Transcription Service ....World Broadcasting System; Langworth
National Sales Office Address: Taylor-Howe-Snowden Group, Dallas, Texas
Representative .....Howard H. Wilson Co.

Personnel

President.....O. L. Taylor
General Manager.....John Ballard
Program Director.....Raymond Hollingsworth
Program-Publicity Director..Dorothy Holbrook
Accountant .....Era Lewis
Traffic Manager .....Hazel Ridley
Musical Director.....Eddie Baumel
Chief Engineer .....William H. Torrey

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KNOW

AUSTIN—EST. 1924

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By ....Frontier Broadcasting Company, Inc.
Address .....520 Norwood Building
Phone Number 2-6213
Transmitter Location ...Fifth & Tillery Streets
Time on the Air: 6:30 a.m. to 11:30 p.m. Sundays, 7 a.m. to 11:30 p.m.
News Service ..... UP
Representative.....Spot Sales, Inc.

Personnel

President.....H. M. Fentress
Station-Commercial Manager.Hardy C. Harvey
Sales Promotion Manager....Scotty Garrison
Program-Publicity Director.....Pat Adelman
Chief Announcer .....George Stevens
Chief Engineer.....James Lewis

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KTBC

AUSTIN—EST. 1939

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By....State Capital Broadcasting Association
Address .....119-A West 8th St.
Phone Number 8-4661
Transmitter Location .....Dallas Highway
Time on the Air..6 a.m. to 11:25 a.m. and 12 noon to local sunset; Saturdays, 6 a.m. to 11:25 a.m., 12 noon to 4:30 p.m. and 5:30 to local sunset; Sunday, 6 a.m. to 8:30 a.m. and 9:30 a.m. to local sunset.

News Service ..... INS
Transcription Service .....NBC Thesaurus
Representative .....The Walker Co.

Personnel

President.....Claudia T. Johnson
Station Manager.....Aubrey H. Escoe
Sales Manager .....Patt McDonald
Program Director .....Dean Turner
Director of War Programs .....Louise Sneed
Chief Engineer .....G. C. Farmer

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KFDM

BEAUMONT—EST. 1924

BLUE NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.. Beaumont Broadcasting Corp.
Address..Edson Hotel, cor. Liberty & Pearl Streets
Phone Number 3883
Transmitter Location .....Cor. Doucette & Grove Streets
Time on the Air .....Unlimited license
Transcription Service .....NBC Thesaurus
Representative .....Howard H. Wilson Co.

Personnel

President.....C. W. Snider
Secretary-Treasurer .....D. A. Kahn
General Manager.....C. B. Locke

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KRIC

BEAUMONT EST.—1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....KRIC, Inc.
Address ..... 130 Wall Street
Phone Number 4200
Transmitter Location.....130 Wall Street
Time on the Air .....6 a.m. to 12 midnight
Newspaper Affiliation ..Beaumont Enterprise & Journal
News Service .....AP
Transcription Service ....World Broadcasting
Representative .....The Branham Company

Personnel

President.....Mrs. J. L. Mapes
Station Manager.....Jack Neil
Sales Manager.....G. L. Kirk
Program Director .....Robert Liggett
Chief Announcer .....Joe Trum
Chief Engineer .....Ray Wheeler

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KBST

BIG SPRING—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Big Spring Herald Broadcasting Company
Address .....702 Johnson Street
Phone Number 1500
Transmitter Location ..1¼ miles northeast of town
Time on the Air.....7 a.m. to 10 p.m.
Newspaper Affiliation.....Big Spring Herald
News Service ..... AP
Representative .....The Foreman Co.

Personnel

President .....Howard Barrett
Managing Director .....Jack Wallace
Commercial Manager .....Charles T. White
Program Director .....H. M. Terry
Bookkeeper.....Mary Vance Wallace
Chief Engineer .....Andrew M. Jones

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KNEL

BRADY—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc....Power: 250 d.; 100 n.
Owned-Operated By .....G. L. Burns
Business Address .....Brady, Texas
Phone Number 77
Studio Address .....106 North Blackburn
Transmitter Location .....Brady, Texas
Time on the Air .....Unlimited license
Transcription Service .....Keystone Broadcasting System
Representative .....Cox & Tanz

Personnel

General Manager.....G. L. Burns

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KEEW

BROWNSVILLE—EST. 1927

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 d.; 100 n.
Owned-Operated By .....Eagle Broadcasting Co.
Business Address.....Box 439
Phone Number 1044
Studio Address.....San Benito Road
Transmitter Location.. .....San Benito Road
Time on the Air .....Unlimited license
Representative .....Forjoe & Co.

Personnel

General Manager.....E. E. "Jack" Wilson

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KBWD

BROWNWOOD—EST. 1941

Frequency: 1380 Kc....Power: 1000 d.; 500n
Owned-Operated By.....Brown County Broadcasting Co.
Address .....800 Hawkins Street
Phone Number 2401
Transmitter Location....Williams Ranch Road, 1½ miles N. Brownwood
Time on the Air..6:30 a.m. to 11 p.m.; Sunday, 7:30 a.m. to 10:30 p.m.
News Service .....AP
Transcription Service .....NBC Thesaurus
Representative.....Howard H. Wilson Co.

Personnel

President-Station Manager.....Wendell Mayes
Commercial Manager .....A. D. Whisenant
Program Director .....Steve Garrett
Director of War Program-Publicity Director .....Thelma Corbitt
Production Manager .....Gene Thomas
Chief Announcer .....Bill Field
Chief Engineer .....A. W. Stewart

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WTAW

COLLEGE STATION—EST. 1921

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By .....Agricultural and Mechanical College of Texas
Address .....College Station
Phone Number 4-6724
Transmitter Location .....College Station
Time on the Air ..... 5½ hours weekly

Personnel

Director .....John O. Rosser
Chief Engineer.....H. C. Dillingham
(Non-Commercial Station)

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KEYS

CORPUS CHRISTI—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned By..Earl C. Dunn, Charles W. Rossi, H. B. Lockhart and E. C. Hughes
Operated By.....Nueces Broadcasting Co.
Address .....Center Theater Bldg.
Phone 2-7411
Transmitter location Shell Rd. near Corpus Christi
Time on the Air .....Unlimited license
Transcription Service .....NBC Thesaurus
Representative .....Forjoe Co.

Personnel

Station Manager.....H. B. Lockhart
Commercial Manager.....E. C. Hughes
Program Director .....Bill Sharpe
Chief Engineer.....H. B. Lockhart

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KRIS

CORPUS CHRISTI—EST. 1937

BLUE NETWORK
NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
LONE STAR CHAIN

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Gulf Coast Broadcasting Company
Address .....Robert Driscoll Hotel
Phone Number 6354
Transmitter Location .....Corpus Christi
Time on the Air.....17½ hours daily
Newspaper Affiliation .....Corpus Christi Caller-Times
News Service .....AP
Transcription Service, Associated Music Publishers
Representative .....The Branham Company

Personnel

General Manager.....T. Frank Smith
Chief Engineer .....Robert S. Bush

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KAND

CORSICANA—EST. 1937

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Navarro Broadcasting Association
Business Address .....P. O. Box 959
Phone Number 30
Studio Address ...½ mile north of Corsicana
Transmitter Location .....½ mile north of Corsicana
Time on the Air..16½ hours daily; Sundays 16 hours
News Service ..... UP
Representative .....Hal Holman Co.

Personnel

President .....J. C. West
Station Manager .....J. Earle Fletcher
Commercial Manager .....Grady Lyle
Program Director .....Charles Payne
Publicity Director.....Elaine Stearns
Chief Announcer .....Dave Naugle
Chief Engineer .....Gene Hellum

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KRLD

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1080 Kc.....Power: 50000 Watts
Owned-Operated By .....KRLD Radio Corp.
Address .....Hotel Adolphus
Phone Number .....Central 6811
Transmitter Location .....Garland, Texas
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation ....Dallas Daily Times Herald
News Service ..... INS
Transcription Service .....Standard Radio
Representative.....The Branham Co.

Personnel

V-P & Managing Director .....J. W. Runyon
Station & Com. Mgr.....C. W. Rembert
Sales Promotion Manager-Chief Announcer . J. W. Crocker
Program Director.....Ruth Clem
Production Manager-Director of War Programs .....Roy George
Publicity Director.....Douglas Hawley
Traffic Manager .....A. H. Plumlee
Musical Director .....Lawrence H. Morrell
Chief Engineer.....R. M. Flynn

KSKY

DALLAS—EST. 1941

Frequency: 660 Kc.....Power: 1000 Watts
Owned-Operated By .....Chilton Radio Corporation
Address .....11th Floor, Hotel Stoneleigh
Phone Number C-6193
Transmitter Location....Bruton Road (7 miles out of Dallas)
Time on the Air .....6 a.m. to local sunset
News Service ..... AP
Transcription Service .....Associated Music Publishers

Personnel

President-Station Manager.....A. L. Chilton
Commercial Manager .....R. G. Terrill
Program Director .....T. E. Perrin
Production Manager-Director of War Programs .....Cleo B. Clark
Chief Announcer .....Richard F. Parker
Chief Engineer .....Morris M. Ming

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WFAA

DALLAS—EST. 1922

NATIONAL BROADCASTING CO.
TEXAS QUALITY NETWORK

Frequency: 820 Kc.....Power: 50000 Watts
Owned-Operated By.....A. H. Belo Corp., publisher of The Dallas Morning News
Business Address .....801-812 Commerce St.
Phone .....Central 2451
Studio Address ....Santa Fe Bldg. Penthouse
Transmitter Location .....Grapevine, Texas
Time on the Air..Shares time with WBAP, Fort Worth, operating continuously from 6 a.m. to 12 midnight
Newspaper Affiliation ..Dallas Morning News
News Service ..... UP
Transcription Service .....NBC Thesaurus; Lang-Worth
Representative.....Edward Petry & Co.

Personnel

President .....E. M. Dealey
Managing Director.....Martin Campbell
Station Manager.....Alex C. Keese
Program Director-Artists' Bureau Head, Ralph Nimmons
Production Manager .....Ralph Maddox
Director of War Programs Harfield Weedin
Musical Director .....Karl Lambertz
Chief Engineer.....Raymond Collins

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WRR

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By .....City of Dallas
Address..Municipal Radio Bldg., State Fair Grounds
Phone Number ..... Tenison 3-6101
Transmitter Location .....White Rock Lake
Time on the Air ...6:30 a.m. to 12 midnight
News Service .....AP
Representative ..... Weed & Co.

Personnel

Managing Director.....Charles B. Jordan
Merchandising .....William Feild
Program-Publicity Director .....Pete Teddlie
Traffic Manager .....Wiley D. Smith
Librarian.....Alice McCord
Musical Director .....Ted Parrino
Chief Engineer.....D. J. Tucker

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KDNT

DENTON—EST. 1938

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By ....Harwell V. Shepard
Address .....Kimbrough Building
Phone Number 276
Transmitter Location .....Highway No. 24
Time on the Air .....Unlimited license

Personnel

Owner-Chief Engineer ...Harwell V. Shepard
Program Director .....Mary Grace Smith

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KROD

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By....Dorrance D. Roderick
Address .....2201 Wyoming St.
Phone Number .....Main 2020
Transmitter Location ....Hammett Boulevard
Time on the Air: 6 a.m. to 11:30 p.m.; Sundays, 7 a.m. to 11 p.m.
Newspaper Affiliation.....El Paso Times
News Service ..... INS
Transcription Service .....Associated Music Publishers
Representative .....Howard H. Wilson Co.

Personnel

Owner.....Dorrance D. Roderick
Station Manager .....Val Lawrence
Commercial Manager .....Cecil L. Trigg
Sales Promotion Manager ...Arthur B. Smith
Program Director .....Ted Gates
Chief Announcer .....Frederick R. Hunt
Traffic Manager .....Gordon Baldwin
Bookkeeper .....Lettye C. Fairley
Musical Director .....H. Arthur Brown
Chief Engineer.....Edward P. Talbott

KTSM

EL PASO—EST. 1929

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc.....Power: 1000 d.; 500 n.

Owned-Operated By .....Tri-State Broadcasting Co.

Address .....Paso Del Norte Hotel

Phone Number .....Main 3122

Transmitter Location ...First Ave., S. of Highway No. 80, Ascarate Addition

Time on the Air .....6 a.m. to 11:30 p.m.

News Service .....UP

Transcription Service.....NBC Thesaurus; Lang-Worth; C. P. MacGregor

Representative ...George P. Hollingbery Co.

Personnel

Vice President-General Manager .....Karl O. Wyler

Commercial Manager .....Willard L. Kline

Sales Promotion Manager .....Eric Munro

Production Manager .....Conrey Bryson

Chief Engineer.....E. L. Gemoets

KFJZ

FORT WORTH—EST. 1922

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1270 Kc.....Power: 5000 Watts

Owned-Operated By.....Tarrant Broadcasting Company

Address .....1201 West Lancaster

Phone Number 3-3474

Transmitter Location .....Birdville, Texas

Time on the Air .....18 hours daily

News Service ..... UP

Transcription Service .....Standard Radio

Representative .....Weed & Company

Personnel

President .....Elliott Roosevelt

Station Manager .....Gene L. Cagle

Commercial Manager .....Clyde Pemberton

Sales Promotion Manager .....L. Roy Duffy

Program Director .....George Erwin

Publicity Director.....Forest Clough

Chief Announcer .....Joe Wills

Artists' Bureau Head .....Mary Ruth Googins

Musical Director.....Frances Kay

Chief Engineer .....Truett Kimzey

The TWO *for* ONE *Combination in Texas*

WRR

5000 WATTS FULL TIME
ON 1310 KC.

KFJZ

5000 WATTS FULL TIME
ON 1270 KC.

These two modern high-powered stations can be bought in combination for what you would ordinarily expect to pay for one 5000 watt station—Investigate these stations for TWO FOR ONE RESULTS!

Represented by

WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO
BOSTON • HOLLYWOOD

KGKO

FORT WORTH—EST. 1928

BLUE NETWORK
LONE STAR CHAIN

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Carter Publications, Inc. & A. H. Belo Corp.
Addresses: Medical Arts Bldg., Ft. Worth; Santa Fe Bldg., Dallas
Phone Numbers: 3-1234 (Fort Worth); Riverside 9631 (Dallas)
Transmitter Location .....Arlington, Texas
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to midnight
Newspaper Affiliations: Fort Worth Star-Telegram; The Dallas Morning News
Transcription Service ..WBS; NBC Thesaurus; Lang-Worth
Representative .....Edward Petry & Co.

Personnel

President .....Amon G. Carter
General Supervisor .....Harold V. Hough
Managing Director.....Martin Campbell
Fort Worth Manager .....George Cranston
Dallas Manager .....Alex Keese
Chief Announcer.....Frank Mills
Fort Worth Program Director .....Ed Lalley
Dallas Program Director .....Ralph Nimmons
Production Manager .....Gene Reynolds
Continuity Chief .....Howard Carraway
Traffic Manager .....Eileen Flake
Chief Newscaster.....Ken McClure
Music Librarian.....Al Bowman
Musical Director.....Gene Baugh
Chief Engineer.....R. C. Stinson

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WBAP

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 820 Kc.....Power: 50000 Watts
Owned-Operated By.....Carter Publications, Inc.
Address .....Medical Arts Bldg.
Phone Number 3-1234
Transmitter Location .....Grapevine, Texas
Time on the Air: 5:45 a.m. to 12 midnight; (shares time with WFAA, Dallas)
Newspaper Affiliation .....Ft. Worth Star-Telegram
News Service ..... AP
Transcription Service .....WBS
Representative .....Edward Petry & Co.

Personnel

President.....Amon G. Carter
General Manager.....Harold V. Hough
Station Manager .....George Cranston
Commercial Manager .....H. R. Turner
Sales Promotion Manager.....Virginia Wilten
Program Director.....Ed Lally
Production Manager .....Gene Reynolds
Continuity Chief .....Howard Carraway
Traffic Manager .....Eileen Flake
Chief Newscaster.....Ken McClure
Music Librarian .....Al Bowman
Music Arranger .....Don Gillis
Musical Director .....Gene Baugh
Chief Announcer.....Frank Mills
Chief Engineer.....R. C. Stinson

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KLUF

GALVESTON—EST. 1928

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned By .....The KLUF Broadcasting Co.
Operated By..... Geo. Roy Clough
Business Address .....P. O. Box 562
Phone Number 6676
Studio Address .....6002 Broadway
Transmitter Location .....6002 Broadway
Time on the Air .....Unlimited license
News Service ..... UP
Transcription Service .....Standard Radio; C. P. MacGregor

Personnel

President.....Geo. Roy Clough
Commercial and Sales Promotion Manager, C. V. Bracht
Program Director-Chief Announcer Carl McDaniel
Director of War Programs Helen D. Clough
Chief Engineer.....L. D. Clough

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KGBS

HARLINGEN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Operated By.....Harbenito Broadcasting Company, Inc.
Business Address .....P. O. Box 711
Phone Number 1400
Studio Address: ... .
State Highway No. 83 between Harlingen and San Benito, Texas
Transmitter Location .....Same
Time on the Air:
7 a.m. to 10 p.m.; Saturday, 7 a.m. to 12 midnight
News Service ..... AP
Transcription Service .....Associated Music Publishers
Representative .....Forjoe & Co.

Personnel

President .....McHenry Tichenor
Station Manager .....Ingham S. Roberts
Commercial Manager .....Troy McDaniel
Program Director-Chief Announcer Steel McClanahan
Director of War Programs ...Eleanor Shaeffer
Chief Engineer .....Marvin D. Myers

KPRC

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc.....Power: 5000 Watts
Owned By.....Houston Printing Corp.
Operated By.....Houston Post
Address .....Lamar Hotel
Phone Number .....Fairfax 7101
Transmitter Location .....Deepwater, Texas
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation .....Houston Post
News Service .....AP
Transcription Service .....NBC Thesaurus
Representative ..... Edward Petry & Co.

Personnel

President.....W. P. Hobby
Station Manager.....Kern Tips
Program Director.....Jack McGrew
Publicity Director .....Bill Butterfield
Musical Director.....K. Burt Sloan
Chief Engineer.....H. T. Wheeler

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KTRH

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc.....Power: 50000 Watts
Owned-Operated By...KTRH Broadcasting Co.
Address ..... Rice Hotel
Phone Number .....Preston 4361
Transmitter Location .. Cedar Bayou, Texas
Time on the Air .....18 hours daily
Newspaper Affiliation .....Houston Chronicle
News Service .....UP
Transcription Service .....World Broadcasting System
Representative .....John Blair & Co.

Personnel

Station Manager .....B. F. Orr
Commercial-Sales Promotion Manager Ray E. Bright
Program Director .....Harry Grier
Production Manager .....Tom Jacobs
Chief Announcer .....Ted Nabors
Musical Director .....Albino Torres
Chief Engineer .....King Howard Robinson

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KXYZ

HOUSTON—EST. 1930

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
LONE STAR CHAIN

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By Harris County Broadcast Co.
Address .....Gulf Building
Phone Number ..... Capitol 6151
Transmitter Location .....Deepwater, Texas
Time on the Air.....5 a.m. to 2 a.m.
News Service .....PA
Transcription Service.....Lang-Worth; Associated Music Publishers
Representative .....The Branham Co.

Personnel

Manager.....T. F. Smith
Program Director.....Charles Nethery
Chief Engineer.....Gerald Chinski

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KSAM

HUNTSVILLE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By: W. J. Harpole & J. C. Rothwell
Address.....Walker County Fairgrounds
Phone Number 666
Transmitter Location .....Walker County Fair Grounds
Time on the Air .....7:30 a.m. to 5:30 p.m.
Transcription Service .....Keystone Broadcasting System

Personnel

Station Manager .....J. C. Rothwell
Commercial Manager .....J. B. McShan
Chief Announcer .....J. C. Dorrell
Chief Engineer .....Jesse Simms

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KOCA

KILGORE—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Oil Capitol Broadcasting Assn.
Address .....102½ East North St.
Phone Number 616
Transmitter Location .....Kilgore
Time on the Air .....Unlimited license
Newspaper Affiliation ....Kilgore Daily News

Personnel

General Manager .....Roy G. Terry

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KPAB

LAREDO—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By Laredo Broadcasting Co.
Business Address .....P. O. Box 1120
Phone Number 2576
Studio Address .....Hamilton Hotel
Transmitter Location .....300 Loring Ave.
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 9 a.m. to 10 p.m.
Transcription Service Keystone Broadcasting System
Representative.....Forjoe & Co. (New York City); Cox & Tanz (Philadelphia)

Personnel

President .....Howard W. Davis
Station-Commercial Manager George C. Geyer
Program Director .....Hunter Hancock
Production Manager-Chief Announcer George Day
Publicity Director .....Peggy McDaniels
Musical Director .....Evelyn Worsham
Chief Engineer .....Hulen K. Smith

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KFRO

LONGVIEW—EST. 1934

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By.....Voice of Longview
Business Address .....P. O. Box 607
Phone Number 411
Studio Address.....Glover-Crim Bldg.
Transmitter Location .....1918 Marshall-Longview Highway
Time on the Air:
7 a.m. to 9:15 p.m.; Sundays, 8 a.m. to 9:15 p. m.
News Service .....UP
Transcription Service .....Lang-Worth; Keystone Broadcasting System

Personnel

President-General Manager....James R. Curtis
Commercial Manager.....Thomas R. Putnam

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KFYO

LUBBOCK—EST. 1927

MBS—TEXAS STATE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....Plains Radio Broadcasting Co.
Address .....914 Avenue J
Phone Number 5567
Transmitter Location .....2215 Fifth St.
Time on the Air: 6:30 a.m. to 11 p.m.; Sundays, 8 a.m. to 10 p.m.
Newspaper Affiliation ..Lubbock Avalanche-Journal
News Service ..... UP
Transcription Service ....World Broadcasting System; Lang-Worth
National Sales Office: Taylor-Howe-Snowden Group, Dallas, Texas
Representative .....Howard H. Wilson Co.

Personnel

President.....O. L. Taylor (Amarillo)
Station Manager.....DeWitt Landis
Program-Musical Director ...R. B. McAlister
Publicity Director .....Bruce Collier
Chief Announcer .....Wesley Youngblood
Chief Engineer .....W. S. Bledsoe

KRBA

LUFKIN—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Red Lands Broadcasting Association
Business Address ..... Box 755
Phone Number 272
Studio Address .....108½ South First Street
Transmitter Location: Highway 35, (½ mile North of Lufkin)
Time on the Air .....Unlimited license
Transcription Service .....Standard Radio
Representative .....Cox & Tanz

Personnel

President.....Ben T. Wilson
Manager .....Darrell E. Yates

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KRLH

MIDLAND—EST. 1935

MBS—TEXAS STATE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Scharbauer Estate
Business Address .....117 S. Lorainne St.
Phone Number 1070
Studio Address .....Scharbauer Hotel
Transmitter Location.....U. S. Highway 80, (1½ miles west of Midland)
Time on the Air.....6:45 a.m. to 10:30 p.m.
News Service .....UP
Transcription Service..... Lang-Worth
Representative.....Cox & Tanz

Personnel

Administrator of Estate .....Millard Eidson
Station-Commercial Manager ....Boyd Kelley
Sales Promotion Manager ....Wayne Harrell
Program Director .....Wilson Monroe
Chief Announcer .....Connie Wendell
Musical Director .....Roy De Wolf
Chief Engineer .....Jack Cecil

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KNET

PALESTINE—EST. 1936

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....Palestine Broadcasting Corp.
Address .....Municipal Bldg.
Transmitter Location....One mile east of city limits, Palestine, Texas
Time on the Air.....Daytime license
News Service .....Transradio
Transcription Service...Standard Radio, C. P. MacGregor, Keystone Broadcasting System
Representative .....Cox & Tanz

Personnel

President .....Bert Horswell
Business Manager.....Tom Nowlin

Program Director.....Frank Goodson
Production Manager.....Milton Stewart
Chief Announcer.....Gene Meyers
Chief Engineer.....Frank Goodson

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KPDN

PAMPA—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....R. C. Hoiles
Business Address..... Box 1701
Phone Number 1100
Studio Address .....212 North Ballard
Transmitter Location.....East of city limits
Time on the Air.....7:30 a.m. to 7 p.m.
Newspaper Affiliation .....Pampa News
News Service ..... AP
Transcription Service ....World Broadcasting System; Keystone Broadcasting System
Representative .....Forjoe & Co.

Personnel

President.....R. C. Hoiles
General Manager.....H. E. Kreiger
Commercial Manager-Program Director.....H. N. Wahlberg
Sales Promotion Manager.....Dudley Puls
Production Manager.....H. Blymiller
Publicity Director.....Ethel Delhotal
Chief Engineer.....Herman Kreiger

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KPLT

PARIS—EST. 1936

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....North Texas Broadcasting Company
Address .....Gibraltar Hotel
Phone Number 1124-5
Transmitter Location: 1¼ miles south on Texas Highway No. 24
Time on the Air: 6:30 a.m. to 10 p.m.; Sunday, 7 a.m. to 10 p.m.
News Service .....AP
Transcription Service .....Standard Radio

Personnel

President.....A. G. Pat Mayse
Station Manager .....Lewis O. Seibert
Program Director .....Mary Jo Mayse
Production Manager.....Helen Wilhite
Publicity Director-Chief Announcer .....Harvey Boyd
Chief Engineer.....Mitchell Secrest

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KIUN

PECOS—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....Jack W. Hawkins & Barney H. Hubbs
Address: KIUN Bldg., 306 South Cedar Street
Phone Number 21
Transmitter Location .....North of city
Time on the Air.....Unlimited license
Newspaper Affiliation.....Pecos Enterprise

Personnel

Co-Owner-General Manager....Jack Hawkins
Co-Owner-Publicity Director....Barney Hubbs
Program Director .....W. D. Martin, Jr.

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KPAC

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM
LONE STAR CHAIN

Frequency: 1250 Kc.....Power: 500 Watts
Owned-Operated By .....Port Arthur College
Address .....1500 Proctor Street
Phone Number 7458
Studio Address.....1515 Lakeshore Drive
Transmitter Location ....1515 Lakeshore Drive
Time on the Air.....6 a.m. to 12 midnight
News Service .....INS
Transcription Service .....Standard Radio
Representative .....Burn-Smith Company

Personnel

President .....Carl Vaughan
Station Manager.....Glenn Hewitt
Program Director-Traffic Manager .....Marjorie Vickers
Chief Engineer .....Glen Boatright

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KGKL

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KGKL, Inc.
Address ..... St. Angelus Hotel
Phone Number 6715
Transmitter Location .....50 South Milton
Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation .....San Angelo Standard Times
News Service ..... AP
Fort Worth Office....2010 Ft. Worth National Bank Bldg.
Representative.....The Foreman Co.

Personnel

President.....H. C. Ragsdale
Station Manager.....Lonnie Preston
Sales Promotion-Merchandising Manager .....Myrl Stein
Publicity Director.....Evelyn Preston
Chief Engineer.....Frank M. Jones

KABC

SAN ANTONIO—EST. 1926

BLUE NETWORK

MBS—TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Alamo Broadcasting Co.
Address.....Bank of Commerce Bldg.
Phone Number .....Fannin 3126
Transmitter Location.....811 East Myrtle
Time on the Air.....6:30 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
News Service .....UP
Representative.....William G. Rambeau Co.

Personnel

President-Manager.....R. Early Willson
Commercial Manager.....Bill Joekel
Program Director.....Leona Bender
Director of War Programs.....John W. Scott
Chief Announcer.....Ted Eckman
Chief Engineer.....Kenneth R. Hyman, Jr.

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KMAC

SAN ANTONIO—EST. 1930

Frequency: 1240 Kc.....Power: 250 Watts
Owned By: W. W. McAllister & Howard W. Davis, d/b as The Walmac Company
Operated By .....Walmac Company
Address ..... 2700 Smith Young Tower
Phone Number ..... Cathedral 6211
Transmitter Location .....319 Avenue A
Time on the Air.....6 a.m. to 12 midnight
News Service ..... INS
Representative .....Burn-Smith Company

Personnel

Manager.....Howard W. Davis
Program Director.....Tony Bessan
Chief Announcer.....Ray R. Hone
Musical Director.....Hunter Hancock
Chief Engineer.....Charles F. Harris

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KONO

SAN ANTONIO—EST. 1927

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By: Eugene J. Roth, d/b as Mission Broadcasting Company
Address .....317 Arden Grove
Phone Number .....Fannin 5171
Transmitter Location.....317 Arden Grove
Time on the Air: 6 a.m. to 12 midnight; Sunday, 7 a.m. to 12 midnight
News Service ..... AP
Representative .....Forjoe & Company

Personnel

Owner-Manager .....Eugene J. Roth
Sales Manager.....James M. Brown
Program-Publicity Director...Fred C. Hammond
Director of War Programs.....James M. Brown
Chief Announcer.....Jan King
Chief Engineer.....George Ing

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KTSA

SAN ANTONIO—EST. 1927

CBS—LONE STAR CHAIN

Frequency: 550 Kc....Power: 5000 d.; 1000 n.
Owned-Operated By....Sunshine Broadcasting Company
Address .....Gunter Hotel
Phone Number .....Garfield 1251
Transmitter Location .....St. Hedwig Road
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service ....World Broadcasting System, Langworth
National Sales Office Address: Taylor-Howe-Snowden Group, Tower Petroleum Bldg., Dallas, Texas
Representative .....John Blair & Company

Personnel

President.....O. L. Taylor
Station Manager.....George W. Johnson
Merchandising Manager.....Charles Lutz
Program Director .....Jack O. Mitchell
Accountant .....Fred A. Teed
Director of War Programs-Publicity Director .....Lew Lacey
Chief Announcer.....Doug Romine
Musical Director.....Rex L. Preis
Chief Engineer.....Wm. Egerton

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WOAI

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc.....Power: 50000 Watts
Owned-Operated By.....Southland Industries, Inc.
Address .....1031 Navarro Street
Phone Number .....Garfield 4221
Transmitter Location .....Selma, Texas
Time on the Air.....6 a.m. to 12 midnight
News Service .....AP; INS
Transcription Service.....Standard Radio, Lang-Worth
Representative.....Edward Petry & Co., Inc.

Personnel

Pres. & General Manager.....Hugh A. L. Halff
Chairman of Board.....G. A. C. Halff
Commercial Manager .....Ellis Chaney
Sales Promotion & Merchandising Manager .....Walter S. Zahrt
Director of War Programs...George Lee Marks
Farm Editor .....Bill Shomette
Musical Director.....Johnnie Anderson
Chief Engineer.....Fred Sterling

KRRV

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By .....Red River Valley Broadcasting Corporation
Addresses .....421 N. Crockett St.; Fannin & Owing Sts., Denison, Texas.
Phone Numbers..201 (Sherman); 423 (Denison)
Transmitter Location.....Highway 75 (between Sherman and Denison)
Time on the Air.....6 a.m. to 12 midnight

Personnel

President.....G. H. Wilcox
Station Manager.....L. L. Hendrick

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KXOX

SWEETWATER—EST. 1939

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sweetwater Radio, Inc.
Address.....Radio Bldg., Highway No. 70
Phone Number 2341
Transmitter Location .....Highway No. 70
Time on the Air.....6:45 a.m. to 10 p.m.
Newspaper Affiliation.....Sweetwater Daily Reporter
News Service .....UP
Transcription Service .....NBC Thesaurus
Representative .....Hal Holman

Personnel

President .....George Bennitt
Secretary-Treasurer & General Manager.....Russell Bennitt
Commercial Manager.....J. H. Hubbard
Program Director.....Lee Belding
Chief Engineer.....G. W. Dotson

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KTEM

TEMPLE—EST. 1936

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bell Broadcasting Co., Inc.
Business Address.....P. O. Box 186
Phone Number 4646
Studio Address.....Kyle Hotel
Transmitter Location...6/10 mile north of city
Time on the Air.....Unlimited license
News Service .....UP
Representative.....Howard H. Wilson Co.

Personnel

President .....Ruth Mayborn
Station-Commercial Manager....Burton Bishop
Program Director.....Charles Whitesides
Chief Engineer.....Paul Shaw

KCMC

TEXARKANA—EST. 1932

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
ARKANSAS NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....KCMC, Inc.
Address .....317 Pine St.
Phone Number 832
Transmitter Location .....317 Pine St.
Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation .....Texarkana Gazette; Texarkana News
News Service ..... AP
Transcription Service .....Standard Radio
Representative.....The Foreman Co.

Personnel

President .....C. E. Palmer
Station Manager .....Frank O. Myers
Commercial Manager.....Herman Cecil
Sales Promotion Manager...Ernest Hackworth
Program Director.....David Crockett
Chief Engineer.....Charles Mathis

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KGKB

TYLER—EST. 1931

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..East Texas Broadcasting Company
Address .....115 South College Street
Phone Number..... 1106
Transmitter Location.....Sandflat Road
Time on the Air.....6:55 a.m. to 10:15 p.m.
News Service ..... UP
Transcription Service .....Standard Radio

Personnel

President.....James G. Ulmer
Station-Commercial Manager....M. E. Danbom
Sales Promotion Manager.....Earl P. Duffie
Program Director.....Gerald Sanders
Director of War Programs.....Ernest Howard
Publicity Director.....Mary Allen
Chief Announcer.....John York
Chief Engineer.....John B. Sheppard

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KVWC

VERNON—EST. 1939

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Northwestern Broadcasting Co.
Address .....1813 Wilbarger Street
Phone Number 1048

Transmitter Location .....One mile due east of courthouse on highway extending from East Wilbarger Street
Time on the Air.....7 a.m. to 10:30 p.m.
News Service ..... AP
Transcription Service .....Standard Radio
Representative .....Texas State Network

Personnel

President-General Manager.... R. H. Nichols
Commercial Manager.....W. D. Dixon
Program Director .....Bro. Mingus
Musical Director..... John Allen
Chief Engineer.....Herman Ridgway

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KVIC

VICTORIA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....Radio Enterprises, Inc.
Business Address..Victoria Bank & Trust Bldg.
Phone Number 1268
Studio Address.....Cuero Highway
Transmitter Location .....Victoria
Time on the Air.....Unlimited License
News Service ..... UP
Transcription Service: Standard Radio; Keystone Broadcasting System

Personnel

President .....Morris Roberts
Station Manager-Chief Engineer....C. L. Boyle
Commercial Manager.....Roland Hobrecht
Program Director.....Jerry Fisher
Production Manager.....Margaret True

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WACO

WACO—EST. 1922

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Frontier Broadcasting Co., Inc.
Address .....Amicable Life Bldg.
Phone Number 2700
Transmitter Location .....Amicable Life Bldg.
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation....Waco News-Tribune & Times Herald
News Service ..... UP
Representative.....Spot Sales, Inc.

Personnel

Station Manager.....R. E. Lee Glasgow
Commercial Manager.....Stanley Wilson
Program Director.....Bernard P. Helton
Chief Engineer.....L. H. Appleman

KRGV

WESLACO—EST. 1926

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
NATIONAL BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By.....KRGV, Inc.
Address ..... 201 Border
Phone Number 375-6
Transmitter Location .....201 Border
Time on the Air:.....6 a.m. to 12 midnight
News Service ..... UP
Transcription Service ....World Broadcasting System; Lang-Worth
National Sales Office Address: 805-6 Tower Petroleum Building, Dallas, Texas
Representative .....Howard H. Wilson Co.

Personnel

President.....O. L. Taylor
Station Manager .....Guy W. Bradford
Sales Manager..... Phil D. Dixon
Program Director.....Dick Watkins
Publicity Director.....Brad Smith
Continuity Manager .....Opal Bradburn
Latin American Department Manager .....Benjamin Cuellar
Chief Engineer.....O. L. Hartwig

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KWFT

WICHITA FALLS—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By.....Wichita Broadcasting Company
Business Address.....Harvey Snider Bldg.
Phone Number 4182
Studio Address ..... Kemp Hotel
Transmitter Location ....2½ miles northwest of Wichita Falls
Time on the Air.....6:30 a.m. to 10:20 p.m.
News Service ..... UP
Transcription Service.....Standard Radio
Representative.....Paul H. Raymer Co.

Personnel

President .....Joe B. Carrigan
General Manager.....Charles E. Clough
Merchandising Manager-Publicity-Program Director.....A. L. Pierce
Traffic Manager.....David E. Chapman
Musical Director.....Lucille Crouch
Chief Engineer.....John Adams

UTAH

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KSUB

CEDAR CITY—EST. 1937

KEYSTONE BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....Southern Utah Broadcasting Co.
Address ..... Lunt Hotel
Phone Number 398
Transmitter Location...591 West 2nd South St.
Time on the Air: 8 a.m. to 8 p.m.; Sundays, 12 noon to 6 p.m.
News Service ..... UP
Transcription Service...Keystone Broadcasting System

Personnel

President.....Leland M. Perry
Station-Commercial Manager...Arthur Higbee
Chief Engineer .....Hurschell Urie

KVNU

LOGAN—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Cache Valley Broadcasting Company
Business Address .....P. O. Box 264
Phone Number 1400
Studio Address.....1393 North Main Street
Transmitter Location.....1393 North Main St.
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 10 a.m. to 6 p.m.
News Service ..... UP
Transcription Service .....Standard Radio

Personnel

President ..... H. F. Laub
General Manager .....Reed Bullen
Commercial Manager .....G. G. Merrill
Chief Engineer.....C. N. Layne

KLO

OGDEN—EST. 1930

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Interstate Broadcasting Corporation
Business Address.....Hotel Ben Lomond, 411 Twenty-fifth St.
Phone Number.....5721; 5050 (transmitter)
Studio Addresses: Hotel Ben Lomand; David Kieth Bldg., Salt Lake City
Transmitter Location .....Kanesville, Utah
Time on the Air.....6:30 a.m. to 12 midnight
News Service .....UP
Transcription Service.....Standard Radio
Representative .....Joseph Hershey McGillvra, Inc.

Personnel

President .....A. L. Glasmann
General Manager-Vice-President.....George C. Hatch
Station Manager.....Merrill J. Bunnell
Commercial Manager..... Louis Haller
Sales Promotion Manager....Edward Shurrick
Program Director.....Jack Riaska
Publicity Director.....Ethel G. Clark
Accountant .....Gene Stephens
Musical Director .....Earl Donaldson
Chief Engineer.....W. D'Orr Cozzens

KEUB

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....Eastern Utah Broadcasting Co.
Business Address ..... Price
Phone Number ..... Price 200
Transmitter Location ....2.4 mi. NW. of Price, on U.S. Highway No. 50
Time on the Air.....Unlimited license
News Service .....UP
Representative .....Joseph Hershey McGillvra, Inc.

Personnel

President-General Manager ...Jack Richards
Chief Announcer .....Carl P. Wolfrom

KOVO

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KOVO Broadcasting Co.
Address .....108 West Center Street
Phone Number 1680
Transmitter Location.....17 West 3rd South
Time on the Air.....6 a.m. to 11:30 p.m.
News Service ..... UP
Representative .....Joseph Hershey McGillvra, Inc.

Personnel

President.....Clifton A. Tolboe
Manager .....Arch L. Madsen
Sales Manager.....S. G. Carter
Sales Promotion Manager.....James Lawrence

Program Director-Chief Announcer.....W. Shirl Black
Publicity Director.....Les Henrikson
Accountant ..... Donna Tolboe
Chief Engineer.....Gerald Peterson

KDYL

SALT LAKE CITY—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By..... Intermountain Broadcasting Corporation
Address.....143 S. Main St.
Phone Number 5-2991
Transmitter Location .....9th West & 33rd South
Time on the Air .....6 a.m. to 1 a.m.
News Service ..... INS; UP
Transcription Service ....World Broadcasting System; NBC Thesaurus
Representative .....John Blair & Company

Personnel

President & General Manager.....S. S. Fox
Vice-President ..... Myron Fox
Secretary-Treasurer.....L. A. Loeb
Commercial Manager.....W. E. Wagstaff
Sales Promotion-Publicity.....Myron Fox
Program Director.....George A. Provol
Production Manager.....Alvin Pack

Chief Announcer.....Russel O. Stewart
Continuity Editor.....George D. Snell
Musical Director.....Raymond A. Mace
Chief Engineer.....J. M. Baldwin

KSL

SALT LAKE CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1160 Kc.....Power: 50000 Watts
Owned-Operated By.....Radio Service Corporation of Utah
Address .....10 South Main Street
Phone Number .....(Dial) 5-4641
Transmitter Location .....Saltair, Utah
Time on the Air.....Unlimited license
Newspaper Affiliation .....Salt Lake Tribune
Transcription Service .....Standard Radio; Lang-Worth; C. P. MacGregor
Representative .....Edward Petry & Company

Personnel

President.....J. Reuben Clark, Jr.
Executive Vice-President.....Earl J. Glade
Station Manager.....Ivor Sharp

KUTA

SALT LAKE CITY—EST. 1938

BLUE NETWORK

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.... Utah Broadcasting Co.
Address .....29 South State Street
Phone Number 3-2737
Transmitter Location .....North Salt Lake
Time on the Air.....6 a.m. to 12:15 a.m.
News Service .....UP
Transcription Service .....Standard Radio
Representative .....Paul H. Raymer Co.

Personnel

President-General Manager..Frank C. Carman
Commercial Manager .....Jack Burnett
Program Director.....King Harmon
Production Manager-Chief Announcer .....Melvin Jass
Publicity Director.....Mike Cassidy
Musical Director .....Jessie Seamons Taylor
Chief Engineer.....Lyle Wahlquist

BUY
WAR
BONDS

VERMONT

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WCAX

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....WCAX Broadcasting Corp.
Address .....203 College Street
Phone Number.....Burlington 2000
Transmitter Location.....Colchester, Vermont
Time on the Air: 6:45 a.m. to 11:15 p.m.; Sundays, 8 a.m. to 11:15 p.m.
News Service .....UP
Transcription Service .....Associated Music Publishers, C. P. MacGregor
Representative .....Weed & Company

Personnel

President-Station Manager....C. P. Hasbrook
Commercial Manager .....Robert A. Kelley
Program Director.....Ray Simms
Production Manager-Publicity Director .....Herman B. Wight
Chief Engineer.....John C. Quill

WSYB

RUTLAND—EST. 1930

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Operated By.....P. Weiss Music Co.
Address ..... 80 West Street
Phone Number 1247
Transmitter Location .....Creek Road
Time on the Air .....Unlimited license
News Service .....UP
Transcription Service..Keystone Broadcasting System, Langworth
Representatives .....Joseph Hershey McGillvra, Inc.; R. C. Foster

Personnel

President .....Philip Weiss
Station Manager-Program Director..J. H. Weiss
Commercial-Sales Promotion Manager .....George Field
Production Manager-Chief Announcer .....Lee Morrison
Chief Engineer.....David Lyons

WWSR

ST. ALBANS—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By.....Vermont Radio Corp.
Address .....32 N. Main St.
Phone Number 1390
Transmitter Location.....St. Albans Bay, Vt.
Time on the Air.....7 a.m. to local sunset
News Service .....AP
Transcription Service .....NBC Thesaurus
Representative .....Howard H. Wilson Co.

Personnel

President ..... Lloyd E. Squier
Station Manager .....Thomas M. Colton
Commercial-Sales Promotion Manager ..... William G. Ricker
Program Director-Chief Announcer.....G. Malcolm Weaver
Publicity-Director of War Programs.....Thomas M. Colton
Chief Engineer.....Norman B. Lyons

WDEV

WATERBURY—EST. 1931

KEYSTONE BROADCASTING SYSTEM

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By .....Lloyd E. Squier & William G. Ricker
Address ..... 8 Stowe St.
Phone Number 13-2
Transmitter Location .....Blush Hill
Time on the Air.....Local sunrise to sunset
News Service ..... UP
Transcription Service.....World Broadcasting System
Representative .....Howard H. Wilson Co.

Personnel

Station Manager.....Lloyd E. Squier
Commercial and Sales Promotion Manager, William G. Ricker
Chief Announcer-Musical Director .....John Williams
Chief Engineer ..... Paul Hurd

VIRGINIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WCHV

CHARLOTTESVILLE—EST. 1932

THE BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Barham & Barham
Address .....Fourth & East Market Sts.
Phone Number 2500
Transmitter Location.....Richmond Road
Time on the Air.....7 a.m. to 12 midnight
News Service ..... UP
Transcription Service.....Associated Music Publishers
Representative.....Cox & Tanz

Personnel

President-Station Manager.Charles Barham, Jr.
Commercial Manager.....Powell Adams
Program Director..... Ed Hase
Production Manager .....Mary Wyne
Chief Engineer.....Walter W. Gray

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WJMA

COVINGTON—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Earl M. Key
Address .....418½ Main Street
Phone Number 840
Transmitter Location .....Covington
Time on the Air.....Unlimited license
Transcription Service .....NBC Thesaurus

Personnel

Owner.....Earl M. Key

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WBTM

DANVILLE—EST. 1930

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
TRI-CITY STATIONS
(WLVA-WBTM-WSLS)

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Piedmont Broadcasting Corporation
Address .....Hotel Danville Building
Phone Number 2350
Transmitter Location..River Road, Route No. 29
Time on the Air: 7 a.m. to 12 midnight; Sunday, 8 a.m. to 12 midnight
News Service ..... Transradio
Transcription Service.....NBC Thesaurus
Representative ....Tri-City Stations Association

Personnel

President.....L. N. Dibrell
Station Manager.....R. Sanford Guyer
Commercial Manager.....R. W. Cuddy
Program Director.....W. P. Heffernan
Traffic Manager.....Mary Lee E. Gravely
Publicity Director.....C. G. Rianhard
Musical Director.....Jacqueline Jones
Chief Engineer.....Harry W. Spencer

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WFVA

FREDERICKSBURG—EST. 1939

Frequency 1290 Kc.....Power: 250 Watts
Owned-Operated By....Fredericksburg Broadcasting Corporation
Address .....Farmer's Creamery Building
Phone Number 1260
Transmitter Location ....Two miles south of Fredericksburg on King's Highway
Time on the Air.....7:30 a.m. to local sunset
News Service ..... UP
Transcription Service .....Keystone Broadcasting System
Representative .....Burn-Smith Company

Personnel

President.....Richard F. Lewis, Jr.
General Manager .....William R. Seth
Program Director.....Jean Beckwith
Chief Announcer.....Charles Moffett
Musical Director.....Archie Smith
Chief Engineer.....William Crooks

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WSVA

HARRISONBURG—EST. 1935

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Shenandoah Valley Broadcasting Corporation
Address .....Newman Building
Phone Number 875
Transmitter Location .....Five miles south of Harrisonburg on U. S. Route 11
Time on the Air ..... 6 a.m. to local sunset
News Service .....UP
Transcription Service .....World Broadcasting System
Representative.....Howard H. Wilson Co.

Personnel

President.....Frederick L. Allman
Station Manager .....Charles P. Blackley
Commercial-Sales Promotion Manager .....Robert B. Harrington
Program Director .....Richard H. Johnson
Chief Announcer.....Wip Robinson, III
Chief Engineer.....Warren L. Braun

WLVA

LYNCHBURG—EST. 1930

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
TRI-CITY STATIONS (WLVA-WBTM-WSLS)

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....Lynchburg Broadcasting Corp.
Address .....Allied Arts Bldg.
Phone Number 3030
Transmitter Location.....Lynchburg, Va.
Time on the Air.....7 a.m. to 12:05 a.m.
News Service ..... Transradio
Transcription Service....Lang-Worth; Standard Radio
Representative .....Tri-City Stations

Personnel

President .....Edw. A. Allen
Station Manager .....Philip P. Allen
Commercial Manager.....Joseph F. Wright
Sales Promotion-Commercial Manager .....Randolph Bean
Program Director.....Claude Taylor
Chief Announcer.....Wayne Tyler
Musical Director.....Hilda Wagers
Chief Engineer .....John Orth

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WMVA

MARTINSVILLE—EST. 1941

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power 250 Watts
Owned-Operated By.....Martinsville Broadcasting Co., Inc.
Address.....Thomas Jefferson Hotel
Phone Number 2152
Transmitter Location.....Figsboro Road
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation.....Martinsville Daily Bulletin
News Service ..... AP
Transcription Service: Langworth; C. P. MacGregor; Keystone Broadcasting System
Representative.....Forjoe & Co.

Personnel

President .....William C. Barnes
Station Manager.....John W. Shultz
Commercial-Production Manager.....Charles F. Adams
Program Director.....Jack Day
Director of War Programs....Priscilla Lambeth
Chief Announcer.....Grover Golightly
Chief Engineer.....William R. Harmon

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WGH

NEWPORT NEWS—EST. 1928

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Hampton Roads Broadcasting Corporation
Business Address .....Portlock Bldg., Norfolk, Va.
Phone Number 27031
Studio Addresses: Portlock Bldg., Norfolk; Warwick Hotel, Newport News, Va.; Daily Press Bldg., Newport News, Va.
Transmitter Location ...End Jefferson Avenue, Newport News, Va.
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 11:30 p.m.
Newspaper Affiliation: Newport News Daily Press; Newport News Times-Herald
News Service ..... AP
Transcription Service .....Standard Radio; Lang-Worth
Representative .....Burn-Smith Company

Personnel

President.....Raymond B. Bottom
V.P.-General Manager.....Edward E. Bishop
Commercial Manager.....Edward E. Edgar
Program Director.....Gene D. Stratton
Production Manager-Chief Announcer .....Joel F. Wahlberg
Chief Engineer.....Raymond P. Aylor, Jr.

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WTAR

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....WTAR Radio Corp.
Address ...National Bank of Commerce Bldg.
Phone Number..... 25671
Transmitter Location .....Glen Rock
Time on the Air.....Unlimited license
Newspaper Affiliation.....Norfolk Ledger-Dispatch; Virginian Pilot
News Service.....AP; UP
Transcription Service: Standard Radio; Lang-Worth
Representative .....Edward Petry & Co.

Personnel

President.....Paul S. Huber
General Manager.....Campbell Arnoux
Commercial Manager.....John W. New
Program & Musical Director.....Henry Cowles Whitehead
Chief Announcer.....Jeff Baker
Director of Sports.....Blair Eubanks
Publicity Director.....Helen Whitehead
Commercial Traffic Manager .....Bill Searle
Production Manager.....Vaughn Bradshaw
Sales Promotion Director....Ralph S. Hatcher
Office Manager.....Shirley Enright
Technical Director.....J. L. Grether

WPID

PETERSBURG—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Petersburg Newspaper Corporation
Address .....121 N. Sycamore Street
Phone Number 1053
Transmitter Location....Colonial Heights, Va.
Time on the Air: 7 a.m. to 11 p.m.; Sundays, (Share time with WBBL, Richmond) 1:30 to 5:30 p.m.; 7 to 7:30 p.m.
Newspaper Affiliation.....Petersburg Progress-Index
News Service .....UP
Transcription Service .....Standard Radio
Representative .....Associated Radio Sales

Personnel

Station Manager-Program Director.....Milton N. Gwaltney
Commercial Manager.....Ralph F. Spangler
Chief Announcer.....Frank Facenda
Chief Engineer.....Fred Wagner

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WSAP

PORTSMOUTH—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Portsmouth Radio Corp.
Address .....Professional Bldg.
Transmitter Location.....Portsmouth, Va.
Time on the Air.....Unlimited license

Personnel

President.....Tom E. Gillman
Vice-President.....W. K. Hodges
General Manager.....T. W. Aydlett

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WBBL

RICHMOND—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Grace Covenant Presbyterian Church
Address .....1627 Monument Avenue
Phone Number..... 57941
Transmitter Location ...1627 Monument Ave.
Time on the Air.....Unlimited license

Personnel

Station Manager.....M. A. Sitton
(Non-Commercial Station)

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WMBG

RICHMOND—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....Havens & Martin, Inc.
Address .....3301 West Broad Street
Phone Number 5-8611
Transmitter Location.....Staples Mill Road
Time on the Air.....6:30 a.m. to 1 a.m.
News Service .....Transradio
Transcription Service .....NBC Thesaurus
Representative .....John Blair & Company

Personnel

President & Station Manager.....Wilbur M. Havens
National Sales and Promotion Manager, R. E. Mitchell
Chief Announcer.....Jack Hooper
Program Director.....Garnett Tate
Director of War Programs-Production Manager.....J. F. Skinnell
Publicity Director .....K. Hawks
Musical Director.....Joseph Jehlen
Chief Engineer.....Wilfred H. Wood

WRNL

RICHMOND—EST. 1927

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By.....Richmond Radio Corporation
Address .....323 E. Grace St.
Phone Number 33436
Transmitter Location .....Wilkinson Road
Time on the Air.....5:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
News Service .....AP
Transcription Service .....Associated Music Publishers
Representative.....Edward Petry & Co.

Personnel

President.....John Stewart Bryan
Vice-President.....Dr. D. S. Freeman
Secretary-Treasurer.....J. D. Wise
Station Manager.....E. S. Whitlock
Production Manager.....G. Mallory Freeman
Publicity Director.....Bette Patton
Musical Director.....Eddie Weber
Assistant Chief Engineer.....Ernest Bowman
Chief Engineer.....Rudolph W. Raabe

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WRVA

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc.....Power: 50000 Watts
Owned-Operated By.....Larus & Brother Co.
Business Address .....Hotel Richmond, 9th and Grace St.
Phone Number 3-6633
Studio Addresses: Hotel Richmond; 1506 Colley Ave., Norfolk, Va.
Transmitter Location .....Edgeworth, Henrico County, Va.
Time on the Air: 6 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
News Service .....UP
Transcription Service.....World Broadcasting System; Lang-Worth; Davis & Schwegler
Representative .....Paul H. Raymer Co.

Personnel

President .....P. L. Reed
General Manager.....C. T. Lucy
Business Manager.....Barron Howard
Program Service Manager.....Irvin Abeloff
Program Director.....Irvin G. Abeloff
Production Manager.....E. Ward Adams
Publicity Director.....Margaret Fraser
Chief Engineer.....D. C. Woods

WDBJ

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By .....Times-World Corporation
Business Address.....124 West Kirk Avenue
Phone Number 8131
Transmitter Location...Colonial Ave., Colonial Heights
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation .....Roanoke Times; Roanoke World News
News Service .....UP
Transcription Service.....Lang-Worth; WBS
Representative .....Free & Peters, Inc.

Personnel

President.....J. P. Fishburn
Station Manager.....Ray P. Jordan
Commercial Manager.....Frank D. Kesler
Program-Publicity Director.....Jack Weldon
Production Manager.....Irving Sharp
Artists' Bureau Head & Musical Director..... Eve Nininger
Chief Engineer.....J. W. Robertson

WSLS

ROANOKE—EST. 1940

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
TRI-CITY STATIONS (WLVA-WBTM-WSLS)

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.... Roanoke Broadcasting Corp.
Address .....Shenandoah Life Building
Phone Number 9227
Transmitter Location .....Shenandoah Life Building
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
News Service ..... Transradio
Transcription Service .....NBC Thesaurus; Langworth
Representative .....Tri-City Stations

Personnel

President .....Paul C. Buford
Station Manager.....James H. Moore
Commercial Manager.....Frank E. Koehler
Production Manager .....Edward D. Skotch
Program-Publicity Director...Virginia G. Krebs
Chief Announcer-Director of War Programs.....James D. Johnston
Musical Director.....Mavis Taylor Overstreet
Chief Engineer.....Philip Briggs

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WLPM

SUFFOLK—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By ....Suffolk Broadcasting Corp.
Address .....105 Bank Street
Phone Number 1420
Transmitter Location .....Route No. 460
Time on the Air.....16 hours daily
News Service .....UP
Transcription Service .....NBC Thesaurus
Representative .....Sears & Ayer

Personnel

President-Station Manager.....Fred L. Hart
Sales Promotion Manager.....Rene Holland
Program Director .....Floyd V. Cozad
Traffic Manager .....Elizabeth G. Brady
Publicity Director .....Bertha Gruber
Chief Announcer .....Maurice Herndon
Artists Bureau .....Alma Flannagan
Production Manager-Musical Director Harold Stephens
Chief Engineer .....William Rupp

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WINC

WINCHESTER—EST. 1941

THE BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Richard Field Lewis, Jr.
Address .....WINC Building
Phone Number .....Winchester 4855
Transmitter Location .....WINC Bldg.
Time on the Air.....7 a.m. to 11:30 p.m.

Personnel

Owner-General Manager..Richard Field Lewis
Commercial Manager-Program Director Grant Pollock
Director of War Programs ....Marion Lewis
Chief Engineer.....Phil Whitney

WASHINGTON

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KXRO

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.
PACIFIC BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KXRO, Inc.
Business Address.....P. O. Box 1120
Phone Number .....Aberdeen 4098
Studio Address.....207 East Market Street
Transmitter Location.....Finch Farms
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 8:30 a.m. to 11 p.m.
News Service .....UP
Transcription Service.....Standard Radio
Representative.....Walter Biddick Co.

Personnel

President.....Harry R. Spence
Commercial Manager.....Fred G. Goddard
Production Manager-Chief Announcer Frank Coffin
Publicity Director .....Stan Spiegle
Home Economics Director.....Ruth Poindexter
News Editor.....John Forbes
Musical Director .....Ruth Forbes
Chief Engineer.....W. M. McGoffin

KVOS

BELLINGHAM—EST. 1927

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc...Power: 250 Watts (C. P. 790 Kc.; 1000 Watts)
Owned-Operated By.....KVOS, Inc.
Address .....KVOS Bldg.
Phone Number..... 4200
Transmitter Location .....900 Roeder Ave.; (C. P. west of Bellingham)
Time on the Air .....Unlimited license
Transcription Service: C. P. MacGregor; Lang-Worth; NBC Thesaurus

Personnel

President .....Rogan Jones

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KELA

CENTRALIA AND CHEHALIS EST. 1937

MUTUAL—DON LEE

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Central Broadcasting Corporation
Address ..... Kela Bldg.
Phone Numbers ....Centralia 721; Chehalis 721
Transmitter Location: Kela Bldg., (Midway between Centralia and Chehalis)
Time on the Air: .....6 a.m. to 12 midnight
News Service..... UP
Transcription Service.....Lang-Worth; C. P. MacGregor
Representatives: Homer Owen Griffith (Los Angeles, San Francisco); John Keating (Portland); Romig Fuller (Seattle)

Personnel

President .....J. Elroy McCaw
Secretary .....Mabel A. Gwinn
Acting Manager .....Joe Chytil
Commercial Manager .....Robert Brister
Sales Promotion Manager .....Elain Gwinn
Program Director .....Dave Gordon
Production Manager-Publicity Director Melvin York
Chief Announcer .....M. McCaw
Chief Engineer.....Ellwood Lippencott

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KEVE

EVERETT—EST. 1941

Frequency: 1460 Kc.....Power: 500 Watts
Owned-Operated By.....Cascade Broadcasting Company, Inc.
Business Address .....P. O. Box 650
Phone Number ..... Main 337
Studio Address .....North gate of city limits
Transmitter Location..North Gate of city limits
Time on the Air ...6:55 a.m. to 12 midnight
News Service ..... AP
Transcription Service .....World Broadcasting System

Personnel

President.....Dr. J. R. Binyon
Vice-President-General Manager .....Lloyd Wallgren
Station-Sales Promotion Manager..Jack Meues
Program Director .....Mildred Mittet
Director of War Programs-Publicity Director .....Carden Hadley
Artists Bureau .....Theodore Cedarberg
Musical Director .....Glen Churches
Chief Engineer .....Vernon Downing

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KRKO

EVERETT—EST. 1922

MUTUAL—DON LEE

Frequency: 1400 Kc.....Power: 250 d.; 100 n.
Owned-Operated By....Everett Broadcasting Co., Inc.
Address .....Clark Building
Phone Numbers .....Main 526-653
Transmitter Location..... Everett
Time on the Air .....Unlimited license
Transcription Service .....Standard Radio

Personnel

President-Chief Engineer.....Lee Mudgett

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KWLK

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Twin City Broadcasting Corp.
Address .....National Bank of Commerce Bldg.
Phone Number .....Longview 1500
Transmitter Location .....Ocean Beach Highway
Time on the Air .....Unlimited license
Transcription Service C. P. MacGregor; NBC Thesaurus

Personnel

President .....Art Campbell
Station Manager .....C. O. Chatterton

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KGY

OLYMPIA—EST. 1922 (non-Comm.) 1932 (Comm.)

MUTUAL—DON LEE
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....KGY, Inc.
Address .....119 N. Washington, Rockway, Leland Bldg.
Phone Number 6636

Transmitter Location.....119 N. Washington
Time on the Air.....7 a.m. to 11 p.m.
News Service .....UP
Transcription Service: Keystone Broadcasting System
Representatives ....Burn-Smith Co.; Romig C. Fuller Associates

Personnel

President-Station Manager.....Tom Olsen
Sales Manager.....J. Harris Dorr
Program Director.....Eve Knutson
Chief Announcer .....Sam Crawford
Production Manager-Chief Engineer
Vernon Johnson

KWSC

PULLMAN—EST. 1922

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....State College of Washington
Address ..... Pullman
Phone Number 9021
Time on the Air: 6:45 a.m. to 8 a.m.; 10 a.m. to 10 p.m. each week day but Thurs. when off the air at 7:30 p.m. 77½ hours weekly
News Service..... UP

Personnel

Station Manager.....Kenneth E. Yeend
Chief Engineer .....Sig Turnquist
(Non-Commercial Station)

KEVR

SEATTLE—EST. 1925

KEYSTONE BROADCASTING SYSTEM

Frequency: 1090 Kc.....Power: 250 Watts
Owned-Operated By .....Evergreen Broadcasting Corporation
Address .....2102 Smith Tower
Phone Number .....Seneca 2056-7
Time on the Air .....Unlimited license
Transcription Service.....Standard Radio; Keystone Broadcasting System

Personnel

President.....Walter Wyckoff
Station Manager .....Robert Nichols

KIRO

SEATTLE—EST. 1935 (1928 as KPCB)

COLUMBIA BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
Owned-Operated By.... Queen City Broadcasting Co.
Address .....Cobb Building
Phone Number .....SEneca 1500
Transmitter Location.....Vashon-Maury Island, Wash.
Time on the Air .....24 hours daily
News Service .....AP
Transcription Service .....World Broadcasting System; Standard Radio; Langworth Feature Programs
Representative ..... Free & Peters

Personnel

President.....Louis K. Lear
Vice-President-General Manager .....H. J. Quilliam
Asst. Business Mgr.-Director of National Sales .....Loren B. Stone
Local Sales Manager .....J. F. Hiddleston
Director of Programs .....Arthur W. Lindsay
Production Manager .....Al Amundson
Chief Announcer .....Bob Spence
Director of Education .....Gordon W. Davis
Educational Director.....Bill Moshier
Musical Director.....Max Dolin
Chief Engineer.....James Hatfield

KJR

SEATTLE—EST. 1921

THE BLUE NETWORK
NORTHWEST RADIO TRIANGLE

Frequency: 1000 Kc.....Power: 5000 Watts
Owned-Operated By .....Fisher's Blend Stations, Inc.
Address .....Skinner Bldg.
Phone Number .....Elliott 5890
Transmitter Location .....2600 26th Ave., S. W. West Waterway
Time on the Air .....24 hours daily
News Service ..... UP
Transcription Service .....NBC Thesaurus
Representative .....Paul H. Raymer Co.

Personnel

President.....O. W. Fisher
Station Manager.....Birt F. Fisher
Commercial Manager .....W. B. Stuht
Research-Advertising Manager, Charles A. Bailie
Program Director-Production Manager John Pearson
News Director .....Dick Keplinger
Chief Announcers.....Homer Pope, Bennett Fisher
Musical Director .....Lloyd Solberg
Chief Engineer.....Francis Brott

KOL

SEATTLE—EST. 1928

MUTUAL—DON LEE
PACIFIC BROADCASTING CO.

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By: Seattle Broadcasting Co.
Address .....Northern Life Tower
Phone Number .....Main 2312
Transmitter Location.....1110 W. Florida St.

Time on the Air.....Unlimited license
Transcription Service: C. P. MacGregor; Associated Music Publishers
Representative.....John Blair & Company

Personnel

President-Station Manager.....Archie Taft
Assistant Manager.....Oliver A. Runchey
Commercial Manager.....Archie Taft, Jr.
Program Director .....Elisabeth Leonard
Publicity Director.....Dixie Lou Thompson
Chief Announcer .....Wheeler Smith
Chief Engineer .....Perry C. Lind

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KOMO

SEATTLE—EST. 1925

NATIONAL BROADCASTING CO.
NORTHWEST RADIO TRIANGLE

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By.....Fisher's Blend Stations, Inc.
Address .....Skinner Bldg.
Phone Number .....Elliott 5890
Transmitter Location....2600 26th Ave., S.W. West Waterway
Time on the Air: 5:30 a.m. to 12 midnight; Sundays, 8 a.m. to 11 p.m.
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative .....Edward Petry & Co.

Personnel

President.....O. W. Fisher
Station Manager.....Birt F. Fisher
Commercial Manager.....W. B. Stuht
Research-Advertising Manager, Charles A. Bailie
Program Director-Production Manager John Pearson
News Director.....Dick Keplinger
Chief Announcers.....Homer Pope, Bennett Fisher
Auditor.....J. B. Henley
Musical Director .....Lloyd Solberg
Chief Engineer.....Francis Brott

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KRSC

SEATTLE—EST. 1926

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By .....Radio Sales Corporation
Address .....2939 Fourth Avenue South
Phone Number ..... Main 0110
Transmitter Location ...2939 Fourth Ave. South
Time on the Air .....6:45 a.m. to 11 p.m.
News Service .....AP
Transcription Service .....Associated Music Publishers; Lang-Worth; C. P. MacGregor

Personnel

President.....P. K. Leberman
Station Manager.....Robt. E. Priebe
Commercial Manager.....R. C. Fuller
Program Director.....Ted Bell
Musical Director .....Tom Priebe
Chief Engineer.....George A. Freeman

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KTW

SEATTLE—EST. 1920

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By....The First Presbyterian Church of Seattle
Address .....7th & Spring Sts.
Phone Number .....Main 4177
Transmitter Location.....Seattle
Time on the Air.....Shares time with KWSC

Personnel

Pastor and Station Manager .....Dr. M. A. Matthews
(Non-Commercial Station)

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KXA

SEATTLE—EST. 1928

Frequency: 770 Kc. .....Power: 1000 Watts
Owned-Operated By .....American Radio Telephone Co.
Address .....Bigelow Bldg.
Phone Number ..... Seneca 1000
Transmitter Location ....Second Avenue and Union Street
Time on the Air: 6:30 a.m. to local sunset; 10 p.m. to 3 a.m.
News Service ..... INS
Representative.....Burn-Smith Co.

Personnel

President.....R. F. Meggee
Vice-President & Station Manager Florence Wallace
Program Director .....Rodney McArdle
Publicity Director .....Helen Dyser
Chief Engineer .....John Dubuque

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KFIO

SPOKANE—EST. 1922

MUTUAL-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Spokane Broadcasting Corporation
Business Address .....Fidelity-Ziegler Bldg.
Phone Number .....Riverside 8033
Transmitter Location...Fidelity-Ziegler Bldg.
Time on the Air: 6:30 a.m. to 11 p.m.; Sunday, 8 a.m. to 12 midnight
News Service ..... UP
Transcription Service.....NBC Thesaurus

Personnel

President .....Arthur L. Smith
Station-Commercial Manager
Richard G. McBroom
Program Director .....G. Longmeier
Chief Engineer.....Dee Waymire

KFPY

SPOKANE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....Symons Broadcasting Company
Address .....Symons Building
Phone Number .....Main 1218
Transmitter Location .....Route No. 3
Time on the Air.....6 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service: Lang-Worth; Standard Radio; C. P. MacGregor
Representative .....The Katz Agency, Inc.

Personnel

President .....Mrs. Frances R. Symons
Vice-President-Station Manager
Arthur L. Bright
Manager of Sales & Public Relations
Richard O. Dunning
National Sales & Program Promotion Manager .....Richard E. Green
Program Manager.....R. W. Brazeal
Director of War Programs ...Katherine Leuer
Production Manager .....Harold Bratsberg
Office Manager .....Milton O. Fritsch
Traffic Manager .....Barbara Kuttler
Musical Director .....Arthur Zepp
Chief Engineer .....George Langford

KGA

SPOKANE—EST. 1933

BLUE NETWORK

Frequency: 1510 Kc.....Power: 10000 Watts
Owned-Operated By .....Louis Wasmer
Address .....Radio Central Building
Phone Number ..... Main 5383
Transmitter Location ....near Spokane, Wash.
Time on the Air .....Unlimited license
Transcription Service .....Langworth
Representative.....Paul H. Raymer Co.

Personnel

Owner .....Louis Wasmer
General Manager .....Harvey Wixson

KHQ

SPOKANE—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By .....Louis Wasmer
Address .....Radio Central Building
Phone Number .....Main 5383
Transmitter Location .....4102 South Regal Street
Time on the Air .....Unlimited license
Transcription Service
Associated Music Publishers
Representative .....Edward Petry & Co., Inc.

Personnel

Owner .....Louis Wasmer
General Manager .....Harvey Wixson

KMO

TACOMA—EST. 1922

MUTUAL—DON LEE NETWORK
PACIFIC BROADCASTING CO.

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Carl E. Haymond
Business Address .....914½ Broadway
Phone Number.....Main 4144
Transmitter Location .....Tacoma-Seattle Highway
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .....UP
Transcription Service
World Broadcasting System
Representative.....John Blair & Co.

Personnel

Owner-General Manager....Carl E. Haymond
Station Manager.....J. A. Murphy
National Commercial Manager ..A. Q. Moore
Local Commercial Manager ....Jerry Geehan
Program Director .....Verne Sawyer
Traffic Manager .....Jack Clarke
Musical Director.....Marion Kay
Auditor .....Paul F. Benton
Chief Engineer.....Joe Kolesar

KTBI

TACOMA—EST. 1941

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tacoma Broadcasters, Inc.
Address .....212 Puget Sound Bank Bldg.
Phone Number .....BRoadway 2241
Transmitter Location .....Tacoma
Time on the Air.....Unlimited License
Transcription Service .....Standard Radio
Representative .....Cox & Tanx

Personnel

President .....C. C. Cavanaugh

KVI

TACOMA—EST. 1927

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Puget Sound Broadcasting Company, Inc.
Business Address .....502 Rust Building
Phone Number .....Broadway 4211

Studio Addresses.....502 Rust Building
Transmitter Location ..Vashon Island, Wash.
Time on the Air.....5:30 a.m. to 11 p.m.
News Service ..... AP
Transcription Service .....C. P. MacGregor; Associated Music Publishers
Representative .....George P. Hollingbery Co.

Personnel

President & Station Manager .....Vernice Irwin
Commercial Manager.....Earl T. Irwin
Program Director .....Larry Huseby
Traffic Manager .....Vyra Bryant
Bookkeeper .....Deborah V. Webb
Chief Engineer .....Raymond Griese

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KVAN

VANCOUVER—EST. 1939

Frequency: 910 Kc.....Power: 500 Watts
Owned-Operated By.....Vancouver Radio Corporation
Business Address.....P. O. Box 610
Phone Number 150
Studio Address .....707½ Main St.
Transmitter Location...2915 Fruit Va'ley Road
Time on the Air .....Sunrise to sunset
News Service .....UP
Transcription Service Langworth; Standard Radio

Personnel

President .....Sheldon F. Sackett
General Manager .....Ben E. Stone
Resident Manager .....S. W. McCready
Commercial Manager-Publicity Director Marion Sexton
Program Director .....Helena Rutan
Chief Engineer .....S. W. McCready

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KUJ

WALLA WALLA—EST. 1928

KEYSTONE BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By.....KUJ, Inc.
Business Address: Marcus Whitman Hotel, Second and Rose Streets
Phone Number 1230
Studio Addresses; Marcus Whitman Hotel; Pendleton, Ore.
Transmitter Location: U. S. Highway No. 410 and Sudbury Road
Time on the Air .....Unlimited license
News Service .....UP
Transcription Service: World Broadcasting System; Keystone Broadcasting System; Langworth
Representatives...Romig Fuller (Seattle); John Keating (Portland)

Personnel

President and General Manager.....H. E. Studebaker
Commercial-Sales Promotion Manager Norval Armes
Program-Publicity Director ....James Schick
Chief Announcer (Walla Walla) Charles Herring
Chief Announcer (Pendleton) ....Edna Storey
Musical Director .....Jack Fearey
Women's Features Director..Virginia Van Hoy
Sports Director .....Bob Grant
Chief Engineer.....Milton MacLafferty

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KPQ

WENATCHEE—EST. 1930

THE BLUE NETWORK

Frequency: 560 Kc ...Power: 1000 d.; 500 n.
Owned-Operated By .....Westcoast Broadcasting Company
Address .....20 Second Street
Phone Number 45; 875
Transmitter Location ..North End Miller Street
Time on the Air:
6 a.m. to 11:15 p.m.; Sunday, 9 a.m. to 11:15 p.m.
News Service ..... UP
Transcription Service.....NBC Thesaurus
Representative Joseph Hershey McGillvra, Inc.

Personnel

President .....Rogan Jones
Station and Commercial Manager .....Helen Wylie

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KIT

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEM

PACIFIC BROADCASTING CO.

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By .....Carl E. Haymond
Address .....414½ E. Yakima Ave.
Phone Number 8115
Transmitter Location .....South of Yakima
Time on the Air .....Unlimited license
Transcription Service ....Lang-Worth; World Broadcasting System
Representative ..... John Blair & Co.

Personnel

President.....Carl E. Haymond

WEST VIRGINIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WJLS

BECKLEY—EST. 1939

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Joe L. Smith, Jr.
Address .....101½ Main Street
Transmitter Location .....Teel Road
Phone Number 7311
Time on the Air: 6 a.m. to 10 p.m.; Sundays, 9 a.m. to 8:30 p.m.
News Service ..... UP
Transcription Service.....NBC Thesaurus; Associated Music Publishers; Keystone Broadcasting System
Representative.....Spot Sales, Inc.

Personnel

Owner .....Joe L. Smith, Jr.
Station-Commercial Manager Herbert R. Kendrick
Program-Production Manager....Peter Arnell
Continuity Director.....Midge Lee
Chief Announcer .....Fred Stone
Auditor.....V. Z. Cooper
Chief Engineer.....Al Ginkle

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WHIS

BLUEFIELD—EST. 1928

BLUE NETWORK
NATIONAL BROADCASTING CO.
WEST VIRGINIA NETWORK

Frequency: 1440 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Daily Telegraph Printing Co.
Address .....Commerce Street
Phone Number .....WHIS
Transmitter Location .....Route No. 52, Harry Heights
Time on the Air.....5 a.m. to 12 midnight
Newspaper Affiliation....Bluefield Daily Telegraph; Sunset News
News Service.....UP
Transcription Service: World Broadcasting System; Lang-Worth
Representative .....The Katz Agency

Personnel

President.....H. I. Shott
Manager.....J. Lindsey Alley
Program Director.....Stuart Odell
Artists' Bureau Head.....Melvin Barnett
Publicity Director .....Elsia Thomas
Production Manager-Musical Director .....Barnes Nash
News Editor .....Stuart Odell
Continuity Editor .....Janie Lambert
Chief Engineer.....P. T. Flanagan

WCHS

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By..... Charleston Broadcasting Co.
Address .....1016 Lee St.
Phone Number 28-131
Transmitter Location.....Kanawha Country Club Road
Time on the Air .....6 a.m. to 1 a.m.
News Service .....AP; UP
Transcription Service .....Standard Radio
Representative .....The Branham Co.

Personnel

President.....John A. Kennedy
Vice-President-Managing Director, Howard L. Chernoff
Technical Advisor.....Odes E. Robinson
Sales Promotion Manager.....Sam Polen
Program Director .....William J. Adams
Director of War Programs ...Virgil L. Schmit
Chief Announcer .....Joseph Herget
Traffic Director .....Carolyn Johnson
Comptroller .....P. H. Evans
Musical Director..... Leah Perry

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WGKV

CHARLESTON—EST. 1938

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Kanawha Valley Broadcasting Company
Address .....208 Dickinson St.
Phone Number 37-541
Transmitter Location ....Coal Branch Heights
Time on the Air: 7 a.m. to 12:15 a.m.; Sunday, 8 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....NBC Thesaurus
Representative.Joseph Hershey McGillvra, Inc.

Personnel

Station Manager .....Worth Kramer
Commercial Manager .....Robert Wasdon
Sales Promotion Manager-Publicity Director Ray C. Penner
Program Director .....Joseph B. Matthews
Production Manager .....J. Harvey Farris
Chief Announcer-Musical Director Leslie Gorall
Chief Engineer .....Denzil Pulley

WBLK

CLARKSBURG—EST. 1937

BLUE NETWORK
NATIONAL BROADCASTING CO.
THE WEST VIRGINIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Charleston Broadcasting Co.
Address .....444½ West Pike Street
Phone Number 3040
Transmitter Location ....Glen Elk, Clarksburg
Time on the Air .....7:30 a.m. to 11:35 p.m.
News Service .....AP
Transcription Service .....NBC Thesaurus
Representative .....The Branham Company

Personnel

President.....John A. Kennedy
General Manager.....G. C. Blackwell
Commercial Manager ...Donald S. Greenlief
Program-Musical Director.....Don McWhorter
Publicity Director .....David Grubb
Chief Announcer .....Bill O'Day
Chief Engineer.....C. S. Clemans

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WJRM*

ELKINS—EST. 1942

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By Allegheny Broadcasting Corp.
Address .....Elkins, W. Va.
Time on the Air .....Unlimited license

*Station had a construction permit at time of going to press and no further information was available.

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WMMN

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By....Monongahela Valley Broadcasting Co.
Address ..... 208 Adams St.
Phone Number 3100
Transmitter Location .....Monongah
Time on the Air .....5 a.m. to 11:30 p.m.
News Service .....AP
Transcription Services Standard Radio; Langworth
Representative .....John Blair & Co.

Personnel

President.....George B. Storer
Station-Commercial Manager Stanton P. Kettler
Office Manager.....R. C. Warden
Program Director .....John MacKercher
Publicity-Continuity Director .....C. Swiger
Artists Bureau .....Jean Fluharty
Musical Director.....Henry Gruner
Chief Engineer .....Robert Hough

WSAZ

HUNTINGTON—EST. 1927

BLUE NETWORK
WEST VIRGINIA NETWORK

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....WSAZ, Inc.
Address .....929½ Fourth Ave.
Phone Number 4106
Transmitter Location .....28th St., West
Time on the Air.....Unlimited license
Newspaper Affiliation: Huntington Herald-Dispatch; Huntington Advertiser
News Service ..... AP
Transcription Service.....World Broadcasting System, Langworth
Representative .....Howard H. Wilson Co.

Personnel

President and General Manager.....John A. Kennedy
Station Manager.....Flem J. Evans
Commercial Manager.....John L. Henry
Sales Promotion Manager.....Clint Prescott
Program Director .....A. Rauch
Production Manager.....Robert Drexler
Publicity Director.....Dick Whitney
Chief Announcer.....Jimmy Martin
Artists Bureau.....L. P. Swann
Musical Director.....Irene Bruce
Chief Engineer.....John R. Csensich

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WLOG

LOGAN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Clarence H. Frey & Robert O. Greever—Partners ....
Address..... Kanada & Chestnut Streets
Phone Number 761
Transmitter Location ....Kanada and Chestnut Streets
Time on the Air.....7:30 a.m. to 9 p.m.
Newspaper Affiliation.....Logan Banner
News Service ..... UP

Personnel

President .....Clarence H. Frey
General Manager.....C. E. Vann
Commercial Manager.....James McGowan
Chief Announcer.....Harman Calver
Musical Director-Director of Women's Programs.....Dorothy Armstrong
Chief Engineer.....John Blackwood

WAJR

MORGANTOWN—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....West Virginia Radio Corporation
Business Address.....440-446 Spruce Street
Phone Number 9488
Transmitter Location .....Charleston Ave. at Summers Street
Time on the Air: 6:30 a.m. to 10:30 p.m.; Sundays, 9 a.m. to 6 p.m.
News Service ..... UP
Transcription Service ....World Broadcasting System
Representative .....Forjoe & Company

Personnel

President .....H. C. Greer
Station Manager-Program Director.....Henry B. McNaughton
Commercial Manager.....Frank Greeg
Production Manager.....Edith Perry
Chief Announcer.....William Burchinal
Chief Engineer.....R. C. Spence

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WPAR

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By ....Ohio Valley Broadcasting Corporation
Address .....701½ Market Street, Grinter Building
Phone Number 2530
Transmitter Location..North End, Parkersburg
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service.....Standard Radio
Representative .....Branham Company

Personnel

President.....John A. Kennedy
Station Manager.....George H. Clinton
Sales Promotion Manager...Robert Fashbaugh
Program Director.....Carl Loose
Chief Announcer.....Hal Norman
Musical Director.....Len Carl
Chief Engineer.....Cecil Knowles

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WBRW

WELCH—EST. 1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....McDowell Service Company
Business Address.....P. O. Box 313
Phone Number 818
Studio Address.....10 Riverside Drive
Transmitter Location .....Dor Building
Time on the Air.....7:30 a.m. to 8:30 p.m.; Sundays, 9 a.m. to 6 p.m.
News Service .....Press Association
Transcription Service.....Associated Music Publishers; C. P. McGregor; Keystone Broadcasting System

Personnel

President .....J. W. Blakely
Station-Commercial Manager.....James M. Flenniken
Program Director.....John Villani
Publicity Director.....Brandon Wallace
Traffic Manager.....Jewell Roberson
Chief Announcer-Director of War Programs .....Sid Tear
Chief Engineer.....John Timberlake

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WKWK

WHEELING—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Community Broadcasting, Inc.
Address .....Pythian Building
Phone Number .....Wheeling 5320
Transmitter Location .....Pythian Building
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....Standard Radio
Representative.....Spot Sales, Inc.

Personnel

President.....Joe L. Smith, Jr.
Station Manager.....John B. Reynolds
Commercial Manager.....John T. Gelder, Jr.
Program Director.....Albert R. Albinger, Jr.
Production Manager-Chief Announcer.....Richard P. Slade
Chief Engineer ..... Fred Baker

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WWVA

WHEELING—EST. 1926

BLUE NETWORK

Frequency: 1170 Kc.....Power: 50000 Watts
Owned-Operated By .....West Virginia Broadcasting Corp.
Address .....Hawley Building
Phone Number .....Wheeling 5383
Transmitter Location.....St. Clairsville, Ohio
Time on the Air: .....4:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
News Service .....AP
Transcription Service.....NBS Thesaurus; Langworth
Representative .....John Blair & Co.

Personnel

President.....George B. Storer
Managing Director.....George W. Smith
Sales Promotion Manager-Publicity Director .....George Skinner
Production Manager.....Paul J. Miller

Program Director.....Lew Clawson
Director of War Programs-Chief Announcer.....Cliff Allen
Artists Bureau.....Jetta Brown
Musical Director.....Robert Nesbitt
Chief Engineer.....Edward L. Keim

WBTH

WILLIAMSON—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Williamson Broadcasting Corp.
Address.....Mountaineer Hotel Block
Phone Number.....1241
Transmitter Location..Mountaineer Hotel Block
Time on the Air.....Unlimited license
News Service.....UP
Transcription Service.....World Broadcasting System

Personnel

President.....G. W. Taylor
Vice-President-Treasurer.....W. P. Booker
Station-Commercial Manager.....Alice Shein
Chief Announcer.....Bob Flaherty
Musical Director.....Elizabeth Zimmerman
Chief Engineer.....Vernon Totten

WISCONSIN

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WHBY

APPLETON—EST. 1925

MUTUAL BROADCASTING SYSTEM
WISCONSIN RADIO NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Address.....600 S. Lawe St.
Phone Number.....1161
Transmitter Location.....600 S. Lawe St.
Time on the Air.....7 a.m. to 10 p.m.
News Service.....AP
Transcription Service.....Standard Radio
Representative.....Reynolds-Fitzgerald, Inc.

Personnel

Managing Director.....Rev. James A. Wagner
Station Manager.....J. L. Gallagher
Program Director.....Rodge Mueller
Chief Engineer.....George Merkle

WATW

ASHLAND—EST. 1941

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
LAKE SUPERIOR NETWORK

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....Upper Michigan-Wisconsin Broadcasting Co., Inc.
Address.....Northern State Bank Building
Phone Number.....1420
Transmitter Location.... 1½ miles south of Ashland on Highway No. 13
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....AP; UP
Transcription Service.....Associated Music Publishers
Representative.....Bogner & Martin

Personnel

President.....William L. Johnson
Station-Commercial Manager.....J. W. Huss
Program Director-Chief Announcer.....Harry Wills
Chief Engineer.....Hine Dahlbacka

WEAU

EAU CLAIRE—EST. 1937

BLUE NETWORK
NATIONAL BROADCASTING CO.
NORTH CENTRAL BROADCASTING SYSTEM
NORTHWEST NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Central Broadcasting Company
Business Address.....203 South Barstow St.
Phone Number.....6149
Transmitter Location....Symour Road (County Road Q)
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Eau Claire Leader
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....George P. Hollingbery Co.

Personnel

President.....W. C. Bridges
Commercial Manager .....Clyde Riddle
Production Manager-Chief Announcer ..... William Conner

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KFIZ

FOND-DU-LAC—EST. 1922

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....The Reporter Printing Company
Operated By .....The Commonwealth Reporter
Address .....18-20-22 West First Street
Phone Number 356
Transmitter Location....18-20-22 West First St.
Time on the Air: 8 a.m. to 10 p.m.; Sundays, 10 a.m. to 9 p.m.
Newspaper Affiliation....The Commonwealth Reporter
News Service.....INS; UP
Transcription Service .....Standard Radio

Personnel

President .....A. H. Lange
Station Manager.....Lucille Fairbanks
Commercial Manager .....William O'Brien
Program Director.....Marion Schwein
Chief Announcer.....William Crusenberry
Chief Engineer.....Wendell S. Meyers

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WTAQ

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....St. Norbert College
Business Address .....Green Bay
Phone Number .....Adams 1
Studio Address .....Bellin Building
Transmitter Location .....West De Pere, Wisc.
Time on the Air.....18 hours daily
News Service ..... AP
Transcription Service .....Associated Music Publishers
Representative .....Weed & Co.

Personnel

Managing Director ....Rev. James A. Wagner
General Manager .....Haydn R. Evans
Sales Promotion Manager.....Val Schneider
Program Director.....Al Michel
Production Manager.....Clair Stone
Publicity Director .....Marjorie Opland
Musical Director.....Clarence Edges
Chief Engineer.....Wallace J. Stangel

WCLO

JANESVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By ....Gazette Printing Co.
Address.....200 E. Milwaukee Ave.
Phone Number 2500
Transmitter Location.....1436 Oakhill Ave.
Time on the Air.....Unlimited license
Newspaper Affiliation.....Janesville Daily Gazette
News Service .....AP
Transcription Service .....Standard Radio
Regional Representative...Wisconsin Network

Personnel

President .....Sidney H. Bliss
General Manager.....James F. Kyler
Sales Manager.....Allan Curnutt
Program-Musical Director.....Hester Kyler
Production Manager-Publicity Director .....Paul Ruhle
Chief Engineer.....William Havens

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WKBH

LA CROSSE—EST. 1926

BLUE NETWORK
NATIONAL BROADCASTING CO.
WISCONSIN NETWORK

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....WKBH, Inc.
Business Address.....409 Main Street, Radio Building
Phone Number 4-5-0
Transmitter Location .....R. F. D. LaCrosse
Time on the Air: 6 a.m. to 11:30 p.m.; Sunday, 9 a.m. to 11:30 p.m.
News Service ..... UP
Transcription Service .....Langworth
Representative ..Howard H. Wilson Company

Personnel

President and Station Manager.....Otto M. Schlabach
Commercial-Sales Promotion Manager .....Howard Dahl
Program Director.....Bernice Callaway
Director of War Programs-Chief Announcer .....Raymond Plamadore
Musical Director .....Albin Bina
Chief Engineer.....Al Leeman

WHA

MADISON—EST. 1917 (as 9XM) 1922 (as WHA)

Frequency: 970 Kc.....Power: 5000 Watts
Owned By .....State of Wisconsin
Operated By.....University of Wisconsin
Address ..... Radio Hall
Phone Number....Badger 580, Extension 476
Transmitter Location.....Fish Hatchery Road
Time on the Air .....7:30 a.m. to local sunset
News Service .....AP
Transcription Service .....Langworth; Standard Radio

Personnel

Acting Director .....William G. Harley
Acting Program Director....Walter Krulevitch
Director of War Programs..Romance Koopman
Acting Production Manager.....Ben Park
Acting Publicity Director.....Carol Reid
Acting Chief Announcer.....Roy Vogelman
Women's Program Director ....Aline Hazard
Farm Program Director.....Milton Bliss
Musical Director.....Frederick Fuller
Chief Engineer.....John Stiehl

(Non-Commercial Station)

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WIBA

MADISON—EST. 1924

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By .....Badger Broadcasting Company
Business Address .....110 East Main Street
Phone Number.....Fairchild 8800
Transmitter Location ...Route 4, Madison, Wis.
Time on the Air.....Unlimited license
Newspaper Affiliation.....The Capital Times; Wisconsin State Journal
News Service .....UP
Transcription Service.....Associated Music Publishers
Representative.....Howard H. Wilson Co.

Personnel

President.....William T. Evjue
General Manager .....Edwin C. Allen
Merchandising Manager .....C. W. Wallis
Program Manager & Publicity Director.....K. F. Schmitt
Musical Director.....Leon Perssion
Chief Engineer.....Norman Hahn

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WOMT

MANITOWOC—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By .....Francis M. Kadow
Address .....Radio Building
Phone Number .....167-400 W
Transmitter Location ....11110 Washington St.
Time on the Air.....6:57 a.m. to 10 p.m.
News Service ..... UP
Transcription Service.....World Broadcasting System

Personnel

General Manager.....F. M. Kadow
Commercial Manager .....Maurice Dailey
Program Director .....Russ Russell
Chief Engineer.....W. F. Dubin

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WMAM

MARINETTE—EST. 1939

Frequency: 570 Kc.....Power: 250 Watts
Owned-Operated By.....M. & M. Broadcasting Co.
Address .....400 Wells St.
Phone Number 570
Transmitter Location .....400 Wells St.
Time on the Air.....Sunrise to sunset
News Service ..... UP
Transcription Service .....Associated Music Publishers
Representative.....Hal Holman Co.

Personnel

President .....W. E. Walker
Station Manager.....Joseph D. Mackin
Sales and Merchandising Manager.....Donald C. Wirth
Program Director.....Florence Meyers
Publicity Director.....Francis Vick
Chief Announcer.....Robert W. Kelly
Chief Engineer.....Martin R. Lund

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WIGM

MEDFORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....George F. Meyer
Business Address .....Medford, Wisconsin
Phone Number..... 5147
Studio Address ..... Highway 13
Transmitter Location .....Highway 13
Time on the Air: 7:30 a.m. to 10 p.m.; Sundays, 8 a.m. to 6 p.m.
News Service ..... UP
Transcription Service...Keystone Broadcasting System

Personnel

Owner .....George F. Meyer
Station Manager.....Irma Meyer
Commercial Manager.....Anton Grossman
Program Director.....Roy La Mere
Chief Announcer .....Ervin Kult
Chief Engineer.....Walter Ninneman

NATIONAL BUSINESS UP 35%*
NETWORK BUSINESS UP 59%*
THERE'S STILL ROOM FOR YOU
THE GREATEST SHOW IN MILWAUKEE
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CLEAR RECEPTION
5,000 WATTS
Represented by The KATZ AGENCY
* For 6 Mos. Period Ending Dec. 31, 1942
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WEMP

MILWAUKEE—EST. 1935

THE BLUE NETWORK
WISCONSIN NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Milwaukee Broadcasting Co.
Address .....711 Empire Bldg.
Phone Number .....Marquette 7722
Transmitter Location .....711 Empire Bldg.
Time on the Air: 6 a.m. to 12 midnight; Sunday, 7 a.m. to 12 midnight
News Service ..... UP
Representative .....Joseph Hershey McGillvra, Inc.

Personnel

President .....Glenn D. Roberts
Station Manager.....C. J. Lanphier
Assistant Manager.....Charles LaForce
Program-Publicity Director.....Conrad Rice
Musical Director.....Elmer Ihrke
Chief Engineer.....Raymond Host

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WISN

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....Hearst Radio, Inc.
Business Address .....123 W. Michigan St.
Phone Number ..... Daly 3900
Transmitter Location..So. 60th & W. Edgerton Sts.
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 7:15 a.m. to 12:05 a.m.
Newspaper Affiliation.The Milwaukee Sentinel
News Service ..... INS
Transcription Service .....World Broadcasting System, Standard Radio
Representative.....The Katz Agency

Personnel

General Manager.....G. W. Grignon
Sales Promotion Manager-Director of War Programs.....Hugh O'Malley
Program Director.....Woods Dreyfus
Musical Director.....E. Krebs

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WTMJ

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....The Journal Company (The Milwaukee Journal)
Business Address.....333 West State Street
Phone Number .....Marquette 6000
Studio Address.....720 East Capitol Drive
Transmitter Location...Route No. 5, Box 817, Waukesha, Wisc.
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation .....The Milwaukee Journal
News Service ..... AP
Transcription Service .....Associated Music Publishers
Representative .....Edward Petry & Co., Inc.

Personnel

Vice President-General Manager..W. J. Damm
Station Manager-In Charge of Sales.....L. W. Herzog
Asst. Manager.....R. G. Winnie
Program Director.....Warren Mead
Publicity Director.....Charles Golling
Chief Announcer.....Robert J. Heiss
Musical Director.....Maurice Kipen
Chief Technician.....D. W. Gellerup

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WOSH

OSHKOSH—EST. 1941

BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Howard H. Wilson
Address .....151½ Main Street
Phone Number 4580
Transmitter Location ....County Trunk "A," ½ mile north of city limits of Oshkosh

Time on the Air.....6 a.m. to 11 p.m.
News Service ..... AP
Transcription Service.....Standard Radio
Representative.....Howard H. Wilson Co.

Personnel

President .....Howard H. Wilson
General Manager .....Ray E. Schwartz
Program Director.....Waldemar Porsow
Farm Editor.....Bob Nelson
Continuity Chief.....Margery Hilliard
Office Manager-Women's Editor .....Lorraine Kuehn
Chief Engineer.....Nathan Williams

•

WIBU

POYNETTE—EST. 1925

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Wm. C. Forrest
Business Address .....R. F. D. No. 2
Phone Number .....97 R 5 Poynette
Studio Addresses: Poynette; Portage; Beaver Dam; Madison; Baraboo
Transmitter Location .....R. F. D. No. 2
Time on the Air .....7 a.m. to 11 p.m.
Transcription Service.....Standard Radio

Personnel

Station Manager .....Wm. C. Forrest
Commercial-Madison Studio Manager .....Ralph O'Connor
Portage Studio Manager .....M. A. Hays
Beaver Dam Studio Manager.....Hal Woods
Program Director.....Sarah Forrest
Chief Announcer .....Theodore Paratore, Jr.
Chief Engineer .....Leonard Doese

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WRJN

RACINE—EST. 1926

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By ....Racine Broadcasting Corporation
Address.....441 Main Street
Phone Number .....Jackson 290-291
Transmitter Location.....Victory and Kentucky Sts., Mount Pleasant
Time on the Air: 6:30 a.m. to 10 p.m.; Sunday, 8:30 a.m. to 9 p.m.
Newspaper Affiliation .....Racine Journal-Times
News Service ..... INS
Transcription Service Langworth, Keystone Broadcasting System
Representative .....The Walker Company

Personnel

President.....F. R. Starbuck
Secretary-Treasurer & General Manager.....Harry R. LePoidevin
Station & Commercial Manager.....Harold J. Newcomb
Program Director-Chief Announcer, H. S. Mann, Jr.
Publicity Director.....Ken Hegard
Chief Engineer.....F. Lee Dechant

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WJMC

RICE LAKE—EST. 1939

Frequency: 1240 Kc.....Power: 250 Watts
Owned By .....W. H. McGenty
Operated By.....J. J. McGenty
Address .....410 North Main Street
Phone Number 550
Transmitter Location ...1615 South Main St.
Time on the Air .....Unlimited license
News Service ..... Transradio
Transcription Service .....Standard Radio

Personnel

Owner-Publicity Director ...W. H. McGenty
Station-Commercial Manager R. W. Thompson
Program Director-Chief Announcer Willard Jackson
Musical Director .....R. W. Wells
Chief Engineer.....Ray Pearson

•

WHBL

SHEBOYGAN—EST. 1928

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1330 Kc...Power: 1000 d.; 250 n.;
Owned-Operated By..... Press Publishing
Business Address .....626-636 Center Ave.
Phone Number 1900
Studio Address: Press Building, 626-636 Center Avenue
Transmitter Location .....Highway No. 141
Time on the Air.....6:15 a.m. to 11 p.m.
Newspaper Affiliation .....Sheboygan Press
News Service ..... UP
Transcription Service .....Standard Radio
Representative .....The Foreman Co.

Personnel

President.....C. E. Broughton
Executive Director .....A. Matt Werner
Manager .....Wayne W. Cribb
Publicity Director.....Glen James
Program & Musical Director.....M. J. Pape
Chief Announcer .....Carl Brose
Chief Engineer.....Herbert Mayer

WLBL

STEVENS POINT—EST. 1924

Frequency: 930 Kc.....Power: 5000 Watts
Owned By.....State of Wisconsin Department of Agriculture
Operated by ..Wisconsin Department of Agriculture
Business Address..... Stevens Point
Phone Number 525
Studio Address .....State Teachers College
Transmitter Location ...Auburndale, Wisconsin
Time on the Air.....Daytime license
News Service .....AP

Personnel

Acting Director .....Herman Ihde
Station Manager.....F. R. Calvert
Program Director .....William P. Wichmann
Director of War Program Lorraine Walczak
Chief Announcer .....O. M. Leverton
Chief Engineer .....Donald L. Yapp
(Non-Commercial Station)

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WDSM

SUPERIOR—EST. 1939

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....WDSM, Inc.
Business Address .....Board of Trade Bldg.
Phone Numbers:
6262 (Business Office); 4451 (Superior Studio); Mel. 1812 (Duluth Studio)
Studio Addresses:
Androy Hotel, Superior; Spalding Hotel, Duluth, Minn.
Transmitter Location.... Connor's Point, Superior, Wisc.
Time on the Air .....18½ hours daily
Representative ...Wm. G. Rambeau Company

Personnel

President .....James J. Conroy
Station-Commercial Manager
Robert D. Kennedy
Sales Promotion Manager .....E. R. Cluett
Program Director-Chief
Announcer ..... Lou Martin
Publicity Director .....Myrna McCauley
Artists' Bureau Head.....Art Robinson
Musical Director .....Elma DeMeire
Chief Engineer .....Melvin Laskey

WSAU

WAUSAU—EST. 1937

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Broadcasting Co., Inc.
Address .....125 Third Street
Phone Number 6521
Transmitter Location .....125 Third Street
Time on the Air: 6:30 a.m. to 10:30 p.m.; Saturday, 6:30 a.m. to 12 midnight; Sunday, 730 a.m. to 10:30 p.m.
News Service ..... UP
Transcription Service.....Associated Music Publishers ....
Representative .....Reynolds-Fitzgerald, Inc.

Personnel

President .....W. E. Walker
General Manager.....Ben F. Hovel
Commercial Manager.....J. W. Killeen
Program Director .....Donald R. Burt
Chief Announcer .....Douglas Pledger
Musical Director.....Verne Peterson
Chief Engineer .....Roland Richardt

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WFHR

WISCONSIN RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....William F. Huffman
Business Address .....141 West Grand Ave.
Phone Number 1340
Studio Address .....141 West Grand Ave.; Fox Theater Bldg., Stevens Point, McCain-Johnson Building, Marshfield
Transmitter Location .....1500 Bonow Ave.
Time on the Air .....7 a.m. to 10:30 p.m.
Newspaper Affiliation .....Wisconsin Rapids Daily Tribune
News Service ..... AP
Transcription Service .....Standard Radio

Personnel

Owner.....William F. Huffman
General Manager.....George T. Frechette
Commercial Manager.....Bruce G. Beichl
Program-Musical Director.....Bert Mulroy
Marshfield Studio Manager.....Bob Behling
Stevens Point Studio Manager,
Sigmund Kelbanowsky
Chief Announcer .....Phil Romiti
Director of Women's Programs, Virginia Lee
Chief Engineer.....Garth N. Bowker

WYOMING

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KDFN

CASPER—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1470 Kc. . . . . Power: 1000 Watts
Owned-Operated By . . . . Donald L. Hathaway
Address . . . . . 1st and Lennox Streets
Phone Number 407
Transmitter Location . . . . . 1st and Lennox Sts.
Time on the Air . . . . . Unlimited license
News Service . . . . . UP
Transcription Service
Langworth; Keystone Broadcasting System
Representative
Sear & Ayer, Inc.; Homer Griffith (West Coast)

Personnel

Station-National Sales Manager, Donald L. Hathaway
Program Director . . . . . Marcus R. Nichols
Chief Announcer . . . . . Harrison Brewer

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KFBC

CHEYENNE—EST. 1940

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . . Frontier Broadcasting Co.
Address . . . . . Plains Hotel
Phone Number 4461
Transmitter Location . . . . . 3rd and Evans
Time on the Air . . . . . Unlimited license
Newspaper Affiliation . . . . . Wyoming Eagle; Wyoming State Tribune
News Service . . . . . UP
Representative . . . . . Burn-Smith Company

Personnel

Owner . . . . . Tracy S. McCraken
Sales Promotion Manager . . . . . C. E. Hopkins
Program-Publicity Director . . . Margaret O'Brien
Production Manager-Musical Director Bill Jack
Chief Announcer . . . . . Frank Thomas
Chief Engineer . . . . . Gaal Barrett

•

KPOW

POWELL—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . . Albert J. Meyer
Business Address . . . . . N. Clark St.
Phone Number 222
Studio Address . . . . . 7th & Hamilton St.
Transmitter Location . . . . . 7th & Hamilton Sts.
Time on the Air . . . . . 7 a.m. to 9 p.m.
News Service . . . . . AP
Transcription Service: Standard Radio; Keystone Broadcasting System
Representatives
Cox & Tanz; Homer Owen Griffith

Personnel

Owner . . . . . A. J. Meyer
Asst. Manager & Program-Musical Director Rosemary C. Meyer
Chief Engineer . . . . . Del Brandt

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KVRS

ROCK SPRINGS—EST. 1938

Frequency: 1400 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . . Wyoming Broadcasting Company
Address . . . . . 1307 Wyoming Street
Phone Number 93
Time on the Air . . . . . 92 hours weekly
News Service . . . . . Transradio
Transcription Service . . . . . NBC Thesaurus; Keystone Broadcasting System

Personnel

President . . . . . R. R. West
Station-Sales Promotion Manager H. L. McCracken
Commercial Manager . . . . . Robert Elliott
Program Director . . . . . Michael Reid
Chief Announcer . . . . . Elmer Ellsworth

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KWYO

SHERIDAN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . . Big Horn Broadcasting Company, Inc.
Business Address . . . . . 19 North Main St.
Phone Number 601
Studio Address . . . . . Gillette Building, 19 North Main St.
Transmitter Location . . . Northwest of Sheridan
Time on the Air . . . . . 7 a.m. to 8 p.m.
News Service . . . . . AP
Transcription Service . . . . . Standard Radio; Keystone Broadcasting System
Representative . . . . . Sears & Ayer, Inc.; Homer Owen Griffith

Personnel

President . . . . . R. E. Carroll
General Manager . . . . . Jim Carroll
Program-Publicity Director . . . . . Mel Hallock
Chief Engineer . . . . . Bob Crossthwaite

TERRITORIES — POSSESSIONS

Alaska

KFQD

ANCHORAGE—EST. 1924

KEYSTONE BROADCASTING SYSTEM

Frequency: 790 Kc.....Power: 250 Watts
Owned By.....William J. Wagner
Operated By.....Alaska Broadcasting Co.
Business Address .....Anchorage
Phone Number .....Main 143
Studio Address .....412 Fourth Avenue
Transmitter Location .....412 Fourth Avenue
Time on the Air.....Unlimited license
News Service.....INS; Transradio; UP
Transcription Service.....Lang-Worth; Keystone Broadcasting System

Personnel

Owner-Station Manager...William J. Wagner
Commercial Manager,Program Director .....Ken Laughlin
Chief Announcer.....Elwyn Hopkins
Chief Engineer .....Hal Leighton

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KFAR

FAIRBANKS—EST. 1939

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....Midnight Sun Broadcasting Co.
Address .....508 Second Avenue—Lathrop Building
Phone Number .....East 380
Transmitter Location .....Five miles northwest of town
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation.....Fairbanks Daily News Miner
News Service.....AP, UP
Transcription Service.....NBC Thesaurus; World Broadcasting System
National Sales Office...T. A. Emory, Fourth Ave., Bldg., Seattle Wash.

Personnel

President.....A. E. Lathrop
Station-Commercial Manager.....W. K. Foster
Sales Promotion-Production Manager .....Alvin O. Bramstedt
Program Director.....Fern Rivers
Publicity Director.....James N. Teale
Chief Announcer-Musical Director .....Royal O'Reilly

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KINY

JUNEAU—EST. 1935

Frequency: 1450 Kc.....Power: 1000 Watts (C. P. 5000)
Owned-Operated By.....Edwin A. Kraft
Business Address.....Box 2597, Juneau; American Building, Seattle, Wash.
Phone Number .....197 (Juneau); Elliott 5488 (Seattle)
Studio Address ..... Decker Bldg.
Transmitter Location .....Alaska Juneau Mine Dump
Time on the Air: 7:30 a.m. to 11 p.m.; Sundays, 10 a.m. to 8:30 p.m.
Transcription Service.....C. P. MacGregor; Lang-Worth
Representative.....Joseph Hershey McGillvra
National Sales Office: 708 American Building, Seattle, Wash.

Personnel

Owner .....Edwin A. Kraft
Station Manager .....Walter R. Carl

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KTKN

KETCHIKAN—EST. 1942

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Edwin A. Kraft
Address .....Ketchikan, Alaska; 708 American Bldg., Seattle, Wash.
Transmitter Location.....Ketchikan, Alaska
Time on the Air: 7:30 a.m. to 11 p.m.; Sundays, 10:30 a.m. to 9 p.m.
Representative.Joseph Hershey McGillvra, Inc.

Personnel

Owner .....Edwin A. Kraft
Station Manager .....Roy Grandey
Program Director.....Perry Hilleary
News Editor.....Dallas Williams

Hawaii

KHBC

HILO—EST. 1936

CBS—MBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Hawaiian Broadcasting System, Ltd.
Address .....1285 Kalaniole Ave.
Transmitter Location ..... Hilo
Time on the Air... .....Unlimited license
Transcription Service: C. P. MacGregor; World Broadcasting System

Personnel

General Manager .....J. Howard Worrall
Station Manager.....Al Green
National Sales Manager....Henry C. Putnam

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KGMB

HONOLULU—EST. 1930

CBS—MBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned By Hawaiian Broadcasting System, Limited
Address .....1534 Kapiolani Blvd.
Phone Number 2323
Transmitter Location 1534 Kapiolani Boulevard
Time on the Air.....6:15 a.m. to 11:30 p.m.
Newspaper Affiliation.....Honolulu Star-Bulletin
News Service .....UP
Transcription Service .....World Broadcasting System; Associated Music Publishers; C. P. MacGregor
Representative .....John Blair & Co.

Personnel

President-General Manager.....J. Howard Worrall
Station Manager.....Webley Edwards
Program Director .....Owen Cunningham
Chief Announcer.....Victor Eckland
Chief Engineer .....Ernest Lindemann

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KGU

HONOLULU—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 760 Kc.....Power: 2500 Watts
Owned By: Marion A. Mulrony & Advertiser Publisher Co., Ltd.
Operated By.....Advertiser Publisher Co.
Address .....Advertiser Square
Transmitter Location .....Advertiser Square
Time on the Air.....Unlimited license
Newspaper Affiliation ....Honolulu Advertiser
Transcription Service .....NBC Thesaurus; Lang-Worth
Representative .....The Katz Agency

Personnel

General Manager.....M. A. Mulrony

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KTOH

LIHUE—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Garden Island Publishing Co.
Address ..... Lihue
Transmitter Location .....Northeast of Lihue
Time on the Air.....Unlimited license
Newspaper Affiliation.....Garden Island Publishing Co.
Transcription Service.....Standard Radio
Representative .....Homer Owen Griffith

Personnel

General Manager .....C. J. Fern
Sales Manager.....Charles K. Izumoto

Puerto Rico

WPRA

MAYAGUEZ—EST. 1937

Frequency: 990 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By.....Puerto Rico Advertising Co.
Address .....McKinley & del Rio Sts.
Transmitter Location .....Mayaguez
Time on the Air .....Unlimited license

Personnel

President .....Andres Camara
Station Manager-Chief Engineer.Ralph P. Perry

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WPAB

PONCE—EST. 1940

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By ....Portorican American Broadcasting Co.
Address .....17 Leon St.
Phone Number 783
Transmitter Location .....Ponce Palya
Time on the Air.....Unlimited license

Personnel

President .....Juan Luis Boscio
Station Manager ...Miguel Soltero Palermo

WPRP

PONCE—EST. 1934

Frequency: 1420 Kc.....Power: 250 Watts
Owned-Operated By.....Julio M. Conesa
Address .....Trujillo Street
Transmitter Location ..... Ponce
Time on the Air.....Unlimited license

Personnel

General Manager .....Julio M. Conesa

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WIAC

HATO REY-SAN JUAN—EST. 1942

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Enrique Abarca San Feliz
Business Address.....P. O. Box 4504, San Juan, P. R.
Phone Numbers.....2177 (San Juan); 445 (Hato Rey)
Studio Address.....Ordonez St. Stop 29½
Transmitter Location.....Carolina Rd., 3 miles east of San Juan
Time on the Air.....7 a.m. to 11 p.m.
News Service ..... AP
Transcription Service .....Standard Radio

Personnel

Owner .....Enrique Abarca San Feliz
Station-Commercial Manager.....Felix Muniz
Program Director.....Rafael H. Benitez
Publicity Director.....Manuel A. Morales
Chief Announcer.....Antonio Alfonso
Artists Bureau.....Rafael Seijo
Musical Director.....Jose Raul Ramirez
Chief Engineer .....Alfonso Sanchez

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WKAQ

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Corporation of Porto Rico
Address..... Telephone Building
Phone Number .....San Juan 2014
Transmitter Location ..... Hato Rey
Time on the Air .....7 a.m. to 11 p.m.
News Service .....Transradio
Transcription Service ..Associated Music Publishers
National Sales Office.....International Telephone & Telegraph Co., 67 Broad St., New York, N. Y.

Personnel

President .....Leonard Jacob 2nd
Vice-President-Gen. Manager...John A. Zerbe
Commercial Manager.....Jose C. Irizarry
Program Director .....Manuel Ochoa
Chief Announcer.....Nieves Diaz Rivera
Musical Director .....Joaquin Burset
Chief Engineer .....Angel P. del Valle

•

WNEL

SAN JUAN—EST. 1934

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....Juan Piza
Address .....59 Brau St.
Phone Number 107
Transmitter Location.....Green Island Santurce, P. R.
Time on the Air.....16 hours daily
News Service .....Transradio
Transcription Service .....Lang-Worth

Personnel

Owner-Station Manager.....Juan Piza
Commercial-Sales Promotion Manager .....Agustin R. Camunas
Program Director.....Camilo Fraticelli
Production Manager.....Juan Maldonado
Chief Engineer.....Jose Arzuaga

AT
SAN JUAN
PUERTO RICO

ENRIQUE ABARCA
Owner

FELIX MUÑIZ
Manager

54 Programmes

sponsored by

26 National Advertisers

are now heard in Canada over

CBC NETWORKS

SIX YEARS have passed since the inception of the Canadian Broadcasting Corporation . . . six years of progress and accomplishment . . . of steady expansion in programmes and facilities.

Through the networks of the CBC, Canadian listeners from coast to coast enjoy an exceptional broadcast service, made up of the *best* in radio entertainment . . . from Canada . . . Great Britain . . . and from the United States. Month by month, CBC service continues to expand . . . with *more* programmes . . . *better programmes* . . . programmes of widening interest and increasing variety.

This service has been a major factor in building the prestige and popularity of all CBC network stations and their loyal listening audience. In Canada, network programme ratings are unusually high . . . a fact well known to the many advertisers whose top flight commercial programmes are heard over CBC stations and networks.

Today, 26 of these prominent advertisers use CBC networks regularly. Ranking high in popularity . . . occupying an important place in CBC network schedules . . . their 54 programmes are convincing evidence of the effectiveness of network radio in Canada.

Through its national network, CBC programmes are available to 93.67% of Canada's radio homes.

CBC English Network Programmes

(*As at January* 1*st*, 1943)

Colgate-Palmolive-Peet Co., Ltd.
Happy Gang
Penny's Diary
Share The Wealth

Department of Finance
They Tell Me
War Finance Programme

General Foods, Limited
Jack Benney
Aldrich Family

Gillette Safety Razor Co. of Canada, Limited
Championship Fights

Hudson's Bay Company
Red River Barn Dance

Imperial Oil, Limited
N. H. L. Hockey Broadcasts

S. C. Johnson & Son, Limited
Fibber McGee and Molly

Kraft Cheese, Limited
Kraft Music Hall

Lamont Corliss & Company
John & Judy

Lever Bros., Limited
Big Sister
Lucy Linton's Stories from Life
Lux Radio Theatre

Thos. J. Lipton, Limited
Lipton Tea Musicale

McColl-Frontenac Oil Co., Ltd.
Fred Allen
Metropolitan Opera

Maple Leaf Milling Co., Limited
Good Luck Show

Procter & Gamble Company
Life Can Be Beautiful
Ma Perkins
Mary Marlin
Pepper Young's Family

Procter & Gamble Co. (Cont'd)
Snow Village
Road of Life

RCA Victor Company, Limited
The Voice of Victor

St. Lawrence Starch Co., Ltd.
N. H. L. Hockey Interviews

Standard Brands, Limited
Chase & Sanborn Programme

Sterling Drugs, Limited
Album of Familiar Music
Canadian Theatre of the Air
Waltz Time

Tuckett, Limited
Alan Young Variety Programme

Wartime Prices and Trade Board
Soldier's Wife

Wm. Wrigley Jr. Co., Limited
Treasure Trail

CBC French Network Programmes

(*As at January* 1*st*, 1943)

Campbell Soup Co., Limited
Jeunesse Dorée

Carnation Co., Limited
Le Quart d'Heure de Détente

Colgate-Palmolive-Peet Co., Ltd.
La Mine d'Or
Les Joyeux Troubadors

Department of Finance
La Métairie Rancourt
Notre Canada

L. O. Grothé, Limited
Mélodies Masquées

Imperial Oil, Limited
N. H. L. Hockey Broadcasts

S. C. Johnson & Son, Limited
Pierre Guérin

Lever Bros., Limited
Grande Soeur
Tante Lucie

McColl-Frontenac Oil Co., Ltd.
Metropolitan Opera

Mirielle, Inc.
Pour Votre Beauté

Procter & Gamble Company
La Rue Principale
La Vie Commence Demain
Quelles Nouvelles
Vie de Famille

Radio Monde
Moulin de la Chanson

Sterling Drugs, Limited
Album of Familiar Music
Les Secrets du Dr. Morhanges
Waltz Time

Wartime Prices and Trade Board
Le Courrier du Jour

CANADIAN BROADCASTING CORPORATION

55 York St., Toronto • COMMERCIAL DEPARTMENT • 1231 St. Catherine St. W., Montreal

CANADA

Stations

•

Networks

CANADIAN
Broadcasting Corporation

Headquarters Office

Victoria Building, Ottawa, Ontario

BOARD OF GOVERNORS

Rene Morin, K.C., Chairman
N. L. Nathanson, Vice-Chairman
Rev. Canon W. Eastland Fuller
J. Wilfrid Godfrey, K.C.
Dean Adrian Pouliot
R. Rowe Holland
E. H. Charleson

Personnel

General Manager.....Dr. James S. Thomson (Ottawa)
Assistant General Manager...Dr. Augustin Frigon (Montreal and Ottawa) (Toronto)
Chief Executive Assistant.....Donald Manson (Ottawa)
Treasurer .....Harry Baldwin (Ottawa)
Secretary.....R. P. Landry (Ottawa)
General Supervisor of Programs....E. L. Bushnell (Toronto)
Commercial Manager and Supervisor of Press and Information.....E. A. Weir (Toronto)
Assistant Commercial Manager....W. E. Powell (Toronto)
Commercial Manager, Quebec Division.....J. A. Dupont (Montreal)
Supervisor of Press and Information, Quebec Division.....L. Houle (Montreal)
Chief Engineer.....G. W. Olive (Montreal)
Supervisor of Station Relations.....J. R. Radford (Toronto)
Traffic Manager.....E. W. Jackson (Toronto)

OFFICES

Victory Building, Ottawa, Ontario
Keefer Building, Montreal, Quebec
55 York Street, Toronto, Ontario
1231 St. Catherine St. West, Montreal, Quebec

National Network By Regions

Maritime

Regional Representative.....Georges Young
CJCB, Sydney, Nova Scotia
CHNS, Halifax, Nova Scotia
CFCY, Charlottetown, Prince Edward Island
CBA, Sackville, New Brunswick
CKCW, Moncton, New Brunswick
CHSJ, Saint John, New Brunswick
CFNB, Fredericton, New Brunswick

Quebec

CBM, Montreal, Quebec (English)
CBF, Montreal, Quebec (French)
CBV, Quebec City, Quebec
CBJ, Chicoutimi, Quebec
CJBR, Rimouski, Quebec
CHNC, New Carlisle, Quebec

Ontario

Regional Representative.....D. Claringbull
CBO, Ottawa, Ontario
CKWS, Kingston, Ontario
CBL, Toronto, Ontario
CKSO, Sudbury, Ontario
CFCH, North Bay, Ontario
CJKL, Kirkland Lake, Ontario
CKGB, Timmins, Ontario
CKPR, Fort William, Ontario

Prairie

Regional Representative.....H. G. Walker
CKY, Winnipeg, Manitoba
CKX, Brandon, Manitoba
CKCK, Regina, Saskatchewan
CBK, Watrous, Saskatchewan
CHAB, Moose Jaw, Saskatchewan
CFQC, Saskatoon, Saskatchewan
CKBI, Prince Albert, Saskatchewan
CJCA, Edmonton, Alberta
CFAC, Calgary, Alberta
CJOC, Lethbridge, Alberta

British Columbia

Regional Representative.....I. Dilworth
CFJC, Kamloops, British Columbia
CKOV, Kelowna, British Columbia
CJAT, Trail, British Columbia
CBR, Vancouver, British Columbia

CANADIAN RADIO AT WAR

By Glenn Bannerman
President, Canadian Association of Broadcasters

JANUARY, 1942, found the Canadian broadcasting stations already at war a little over two years. The pattern of their contribution had already begun to take form.

To understand the contribution broadcasting is making toward the part Canada is playing in the United Nations' fight for victory, it is necessary to know the set-up of the industry. There are eighty-eight licensed broadcasting stations scattered across Canada from the Atlantic to the Pacific coasts. Ten of these stations are owned by the Canadian Broadcasting Corporation. The remaining seventy-eight are privately owned.

CBC National Network

The Canadian Broadcasting Corporation controls and operates the only National Network. It consists of nine Corporation and twenty-six privately owned stations. On various occasions and for some Government programs, all but five of the licensed stations have been hooked up to form an all inclusive network. From the outbreak of the war, the Canadian Broadcasting Corporation and the Canadian Associatoin of Broadcasters, representing the private stations, have worked closely and harmoniously together. Officials of the Corporation and of the Association are members of the various committees organized to carry on the radio requirements of the war departments of the Government.

Shortly after the outbreak of war, the Government of Canada decided to purchase time from the radio stations just as it purchases space from other media. Thus, radio's function falls into two classifications: (1) as a vehicle for Government sponsored and paid-for programs at regular commercial rates, and (2) free time contributed by network and individual stations and by commercial sponsors.

As an example of the amount of free time contributed by the industry, the figures for 1941 are given. The CBC network and privately owned stations gave over $1,500,000 of free time, or between two and three times the expenditures by the Government for the same period. Commercial sponsors are estimated to have contributed over $2,000,000 of time to Government promotions during the same period. When the figures for 1942 are compiled, it is estimated they will exceed 1941.

War-Time Users of Radio

During 1942, the Department of Finance, the Navy, the Army, the Air Force, the Wartime Prices and Trade Board and the National Selective Service Department have been the principal users of broadcast time. In addition to the war agencies various patriotic organizations such as the Red Cross, Canadian Aid to Russia Fund, the Navy League, the Milk Fund, and the Chocolate Fund have all been users, most of which has been contributed free by the National Network and individual privately owned services.

This radio time has taken almost every form available to programing—namely, network shows, transcribed fifteen and five-minute dramatic shows, serial dramas, dramatized spots, local community shows, and actuality broadcasts.

Victory Loan Campaign

The Department of Finance, through its agency, the National War Finance Committee, has been the greatest user of paid time during 1942 and the recipient of the largest amount of con-

tributed time by Network stations and sponsors. Two Victory Loan campaigns were launched during 1942 by the National War Finance Committee, one in the spring of the year and one during the autumn months. Specific shows for each of these drives were the All-Star Variety hour shows on a special network of some fifty stations. During the spring campaign, there was, in addition, a special orchestral half-hour show on Monday nights and a dramatic all-star show on Wednesday nights. In addition to the all-star show in the autumn, there was a special "Nazi Eyes on Canada" dramatic show and, running steadily during and between campaigns, there is a five-day-a-week roving reporter fifteen-minute show entitled "They Tell Me."

Reference to the All-Star shows calls for a tribute to the many stars of stage, screen, and radio from our comrade-in-arms, the United States. These stars contributed freely and most generously in helping by their superb entertainment to sell Canada's Victory Bonds to her people. Canada is proud of the great part which these famous stars have played in her war effort.

All of the National War Finance Committee's radio programs have been developed and directed by a committee known as the National War Finance Radio Committee. The Committee consists of three representatives from the Canadian Broadcasting Corporation, three representatives from the Canadian Association of Broadcasters, and three representatives from the Advertising Agencies of Canada War Finance Group. Serving with and under the direction of this Committee there are several working committees on which are to be found the best experts from the advertising agencies and the radio industry.

Armed Force Shows

Once a week, the Navy, Army, and Air Force have a combined show on the National Network entitled "Comrades in Arms." The Army has a special "Army Show," staffed, directed, and operated by men and women in the Army. During 1942, the Army has also supplied individual stations with a transcribed show entitled "Badge of Honour." Permission was granted for local commercial sponsorship and over fifty-eight broadcasting stations carried the show in 1942.

The Air Force, during 1942, ran a commercially sponsored program entitled "They Fly for Freedom." In addition to these shows, there have been special dramatic presentations for recruiting in the Navy, Army and Air Force. These presentations have been on both the National Network and over the local community stations.

In addition to many special short campaigns, broadcasting stations in Canada carried throughout 1942 a dramatic serial five times a week for the Wartime Prices and Trade Board. This program is entitled "Soldier's Wife."

French-Language Campaigns

In the Province of Quebec where the majority of Canadian citizens speak the French language, the Canadian Broadcasting Corporation stations and the privately owned stations have paralleled the work of the English speaking stations with special French programs designed and developed to meet the requirements of the Province of Quebec.

No story of broadcasting in Canada under the wartime conditions of 1942 would be complete without special reference to the constant and creditable job which the privately owned stations have done in their local communities. Most of the local work has been completely contributed without cost to the war agencies for time, talent, or ideas. The local community stations have produced programs for local committees, developed special campaigns for recruiting, and wherever there is an Army or Air Force camp near a local broadcasting station, weekly shows by men in the armed forces are the order of the day.

Continued Effort

When the story has been fully told, the Canadian broadcasting industry has every right to be proud of its contribution during 1942 in helping to get on with the war. In spite of problems of priorities and manpower, the Canadian Broadcasting Corporation and the privately owned stations working together are geared up to carrying on with increasing effect until the day when the United Nations will have achieved victory and put down aggression.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

STATIONS OF

CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in December and corrections were made up to the time of going to press to insure the inclusion of late developments.

Canadian network facilities covered in full on page 608.

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CBA	Sackville, N. B.	1070	50000	619
CBF	Montreal, Que.	690	50000	629
CBK	Chicoutimi, Que.	1580	1000	628
CBJ	Watrous, Sask.	540	50000	633
CBL	Toronto, Ont.	740	50000	625
CBM	Montreal, Que.	940	5000	629
CBO	Ottawa, Ont.	910	1000	623
CBR	Vancouver, B. C.	1130	5000	616
CBV	Quebec, Que.	980	1000	630
CBY	Toronto, Ont.	1010	1000	625
CFAC	Calgary, Alta.	960	1000	613
CFAR	Flin Flon, Man.	1400	100	617
CFCF	Montreal, Que.	600	500	629
CFCH	North Bay, Ont.	1230	100	622
CFCN	Calgary, Alta.	1010	10000	613
CFCO	Chatham, Ont.	630	100	620
CFCY	Charlottetown, P. E. I.	630	1000	628
CFGP	Grand Prairie, Alta.	1340	250	614
CFJC	Kamloops, B. C.	910	1000	615
CFLC	Prescott, Ont.	1450	100	620
CFNB	Fredericton, N. B.	550	1000	618
CFOS	Owen Sound, Ont.	1400	250	623
CFPL	London, Ont.	1570	1000	622
CFPR	Prince Rupert, B. C.	1240	50	616
CFQC	Saskatoon, Sask.	600	1000	633
CFRB	Toronto, Ont.	860	10000	626
CFRC	Kingston, Ont.	1490	100	621
CFRN	Edmonton, Alta.	1260	1000	614
CHAB	Moose Jaw, Sask.	800	1000	632

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CHAD	Amos, P. Q.	1340	250	629
CHEX	Petersborough, Ont.	1430	1000	623
CHGB	St. Anne de la Pocatiere, Que.	1230	250	631
CHGS	Summerside, P. E. I.	1480	100	628
CHLN	Three Rivers, Que.	1450	100	632
CHLP	Montreal, Que.	1490	250	630
CHLT	Sherbrooke, Que.	1240	250	631
CHML	Hamilton, Ont.	900	1000	621
CHNC	New Carlisle, Que.	610	1000	630
CHNS	Halifax, N. S.	960	1000	619
CHOV	Pembroke, Ont.	1340	250	623
CHPS	Parry Sound, Ont.	1450	250	623
CHRC	Quebec, Que.	800	1000	630
CHSJ	Saint John, N. B.	1150	1000	619
CHWK	Chilliwack, B. C.	1340	100	615
CJAT	Trail, B. C.	610	1000	616
CJBR	Rimouski, Que.	900	1000	631
CJCA	Edmonton, Alta.	930	1000	614
CJCB	Sydney, N. S.	1270	1000	620
CJCJ	Calgary, Alta.	1230	100	614
CJCS	Stratford, Ont.	1240	50	624
CJFX	Antigonish, N. S.	580	1000	619
CJGX	Yorkton, Sask.	1460	1000	633
CJIC	Sault Ste. Marie, Ont.	1490	250	624
CJKL	Kirkland Lake, Ont.	560	1000	622
CJLS	Yarmouth, N. S.	1340	100	620
CJOC	Lethbridge, Alta.	1060	1000	615
CJOR	Vancouver, B. C.	600	1000	616
CJRC	Winnipeg, Man.	630	1000	618
CJRM	Regina, Sask.	980	1000	633
CJVI	Victoria, B. C.	1480	500	617
CKAC	Montreal, Que.	730	5000	630
CKBI	Prince Albert, Sask.	900	1000	632
CKCA	Kenora, Ont.	1450	250 d., 100 n.	621
CKCH	Hull, Que.	1240	250	629
CKCK	Regina, Sask.	620	1000	633
CKCL	Toronto, Ont.	580	1000	626
CKCO	Ottawa, Ont.	1310	1000	623
CKCR	Kitchener, Ont. (Waterloo)	1490	250	622
CKCV	Quebec, Que.	1340	100	631
CKCW	Moncton, N. B.	1400	250	618
CKGB	Timmins, Ont.	1470	1000	624
CKLN	Nelson, B. C.	1240	250	615
CKLW	Windsor, Ont.	800	5000	627
CKMO	Vancouver, B. C.	1410	100	616
CKNB	Campbellton, N. B.	950	1000	618
CKNX	Wingham, Ont.	920	1000	628
CKOC	Hamilton, Ont.	1150	1000 d., 500 n.	621
CKOV	Kelowna, B. C.	630	1000	615
CKPC	Brantford, Ont.	1380	100	620
CKPR	Fort William-Port Arthur, Ont.	580	1000	621
CKRN	Rouyn, Que.	1400	250	631
CKSO	Sudbury, Ont.	790	1000	624
CKTB	St. Catherines, Ont.	1550	1000	624
CKUA	Edmonton, Alta.	580	1000	614
CKVD	Val D'Or, Que.	1230	100	632
CKWS	Kingston, Ont.	960	1000	622
CKWX	Vancouver, B. C.	980	1000	617
CKX	Brandon, Man.	1150	1000	617
CKY	Winnipeg, Man.	990	15000	618

ALBERTA

CFAC

CALGARY—EST. 1922

CBC & FOOTHILLS GROUP

Frequency: 960 Kc. .....Power: 1000 Watts
Owned By.....The Southam Co., Limited
Operated By Taylor, Pearson & Carson Broadcasting Co., Ltd.
Address.....1000 Southam Building
Phone Number ....R 1036
Transmitter Location..6 miles east of Calgary
Time on the Air.....6 a.m. to 12:15 a.m.
Newspaper Affiliation..Calgary Daily Herald
News Service.....Press News; CBC
Transcription Service.....NBC Thesaurus; World Broadcasting System
Representative....All-Canada Radio Facilities, Ltd.

Personnel

President .....H. R. Carson
Station Manager.....V. F. Nielsen
Commercial Manager.....F. R. Shaw
Program Director-Artists' Bureau Head, R. H. C. Straker
Publicity Director.....Gail Egan
Chief Announcer..... Mac Bell
Traffic Manager.....I. England
Musical Director.....A. R. Brown
Chief Engineer.....Earl C. Connor

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CFCN

CALGARY—EST. 1922

Frequency: 1010 Kc.....Power: 10,000 Watts
Owned-Operated By..The Voice of the Prairies, Ltd.
Address.....Toronto General Trusts Bldg.
Phone Number.....M 1161
Transmitter Location..... Strathmore
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
Transcription Service..Standard Radio; Lang-Worth; C. P. MacGregor
Representative..Radio Representatives, Ltd.; Inland Broadcasting Service; Howard H. Wilson Co.

Hit the "HIGH SPOTS" on The Dials in Canada!

EACH of the 'All-Canada' radio stations is the "high spot" on the dial in the market which it serves. Through the 'All-Canada' family of more than thirty key stations, you can cover all Canada. Or, through spotting your program on stations selected for your purpose, you can cover any major Canadian market you desire.

Use the 'All-Canada' radio stations to strengthen and extend the friendship of Canadians toward your company and its products. Ask your agency for details.

ALL-CANADA

ALL-CANADA RADIO FACILITIES *Limited*

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

U.S.A. Representative: WEED AND COMPANY

Personnel

President and Managing Director..H. G. Love
Commercial Manager .....E. H. McGuire
Program Director.....Ed Maloney
Chief Engineer.....W. V. McLaughlin

CJCJ

CALGARY—EST. 1922

Frequency: 1230 Kc.....Power 100 Watts
Owned-Operated By.....The Albertan Publishing Co.
Address ..... Refrew Bldg.
Phone Numbers..... R 2001; M 9966
Transmitter Location.....Grandview Heights
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 9 a.m. to 11 p.m.
Newspaper Affiliation.....Albertan Publishing Co.
Transcription Service.....Lang-Worth
Representative.....Joseph Hershey McGillvra

Personnel

President .....Gordon Bell
Station Manager.....J. E. Gerke

CFRN

EDMONTON—EST. 1934

CBC
WESTERN NETWORK

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By....Sunwapta Broadcasting Company, Ltd.
Address.....107-109 Canadian Pacific Railways Building
Phone Number.....22101-5
Transmitter Location.....Jasper Highway
Time on the air: 6:45 a.m. to 11:30 p.m.; Sundays, 8:30 a.m. to 11:30 p.m.
News Service..... British UP
Transcription Service.....Standard Radio
Representative: Radio Representatives, Ltd.; Inland Broadcasting Service; Howard H. Wilson Co.

Personnel

Station Manager.....G. R. A. Rice
Commercial Manager.....A. Hopps
Sales Promotion Manager.....W. Bracken
Program Director.....S. S. Lancaster
Chief Announcer.....V. Duggan
Musical Director.....W. Rainer
Chief Engineer.....F. Makepeace

CJCA

EDMONTON—EST. 1922

CBC—FOOTHILLS NETWORK

Frequency: 930 Kc.....Power: 1000 Watts
Owned By.....The Southam Co., Limited
Operated By.....Taylor & Pearson Broadcasting Co.
Address.....Birk's Bldg., Jasper Ave.
Phone Number 26131
Transmitter Location..... Belmont
Time on the Air.....17 hours daily
Newspaper Affiliation.....Edmonton Journal
News Service.....Canadian Press
Transcription Service.....NBC Thesaurus; World Broadcasting System
Representative.....All-Canada Radio Facilities, Ltd; Weed & Co.

Personnel

Station Manager.....Gordon S. Henry
Sales Manager.....W. Blake
Sales Promotion Manager..Alasdair McKenzie
Production Manager .....Walter Dales
Program Director-Chief Announcer, Reo Thompson
Chief Engineer.....Gordon Shillakeer

CKUA

EDMONTON—EST. 1927

CBC

Frequency: 580 Kc.....Power: 1000 Watts
Owned By.....University of Alberta
Operated By.....Department of Extension
Address.....Department of Extension, University of Alberta
Phone Number..... 32233
Transmitter Location.....Calgary Trail, South Edmonton
Time on the Air.....12 noon to 9:30 p.m.
Transcription Service.....All-Canada Radio Facilities, Ltd.

Personnel

President of the University..Dr. Robert Newton
Station Manager.....Donald Cameron
Chief Engineer.....John Wardlaw Porteous

CFGP

GRANDE PRAIRIE—EST. 1937

CBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: Northern Broadcasting Corporation, Ltd.
Address.....Northern Broadcasting Bldg., Third St., East
Phone Number..... 153
Transmitter Location.....Clairmont Highway
Time on the Air.....6:55 a.m. to 10 p.m.
News Service.....CBC News; BBC News
Transcription Service.....United Transcribed Service
Representative: All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

President.....S. C. S. Kerr
General Manager.....C. L. Berry
Program Director-Chief Announcer .....Gordon H. Cummings
Artists Bureau.....Betty Stewart
Chief Engineer .....George Bliss

CJOC

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK
CANADIAN BROADCASTING CORP.

Frequency: 1060 Kc.....Power: 1000 Watts
Owned By: Lethbridge Broadcasting Co., Ltd.
Operated By.....H. R. Carson, Ltd.
Address.....Marquis Hotel Bldg., Fourth. Ave., South
Phone Number 3161
Transmitter Location .....Broxburn, Alberta
Time on the Air: 17½ hours daily; Sundays, 16 hours
News Service.....Canadian Press
Transcription Service.....NBC Thesaurus
Representative.....All Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

President .....W. Watson
Station Manager .....N. Botterill
Commercial Manager.....R. V. Staples
Production Manager.....C. A. Perry
Publicity Director.....D. Earl
Chief Announcer.....G. Brown
Chief Engineer.....James Ibey

BRITISH COLUMBIA

CHWK

CHILLIWACK—EST. 1927

CBC & BC NETWORK

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By....Chilliwack Broadcasting Co., Ltd.
Address..... 16 Wellington Ave.
Phone Number 6106
Transmitter Location.....16 Wellington Ave.
Time on the Air.....7:15 a.m. to 10:30 p.m.

Personnel

Directors.....C. Casey Wells, Jack Pilling
Program-Musical Director.....Thomas Rannie

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CFJC

KAMLOOPS—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 910 Kc.....Power: 1000 Watts
Owned By.....Review Publishing Company
Operated By.....Kamloops Sentinel, Ltd.
Address.....310 St. Paul St.
Phone Numbers 1021; 1018
Transmitter Location.....North Kamloops
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation..Kamloops Sentinel Ltd.
News Service....Canadian Press Transcription Service; United Transcribed Service
Representative....All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

President .....R. E. White
Station and Commercial Manager D. Homersham
Program-Publicity Director.....Ian Clark
Production Manager-Chief Announcer .....Al Reusch
Musical Director .....Danny Tomada
Chief Engineer.....D. Sharp

CKOV

KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By....Okanagan Broadcasters, Ltd.
Business Address.....P. O. Box 1515
Phone Number.....Kelowna 200
Studio Address.....206 Mill Ave.
Transmitter Location..... Okanagan Mission, B. C.
Time on the Air: 6:45 a.m. to 11 p.m.; Sundays, 9 a.m. to 11 p.m.
News Service.....CBC News
Transcription Service.....NBC Thesaurus
Representative....All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

Managing Director .....J. W. B. Browne
Commercial-Sales Promotion Manager .....Cecil G. Elphicke
Program Director.....Mary E. Royle
Chief Announcer .....Saul Ornest
Musical Director .....W. H. Stewart
Chief Engineer.....J. H. B. Browne

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CKLN

NELSON—EST. 1939

CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....News Publishing Co., Ltd.
Business Address.....P. O. Box 250
Phone Number 19
Studio Address.....711 Radio Avenue
Transmitter Location.....711 Radio Avenue
Time on the Air.....7:45 a.m. to 11:00 p.m.
Newspaper Affiliation.....Nelson Daily News
Transcription Service.....Standard Radio
Representative.....Stovin & Wright

Personnel

General Manager.....Hume A. Lethbridge
Director of Women's Program.....Anne Bush
Chief Engineer .....F. W. Cameron

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CJAT

TRAIL—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 610 Kc.....Power: 1000 Watts
Owned By.....Kootenay Broadcasting Company, Limited
Supervised By.....Taylor, Pearson & Carson, Ltd.
Address .....815 Victoria Street
Phone Number..... 737
Transmitter Location.....Warfield, B. C.
Time on the Air: 6:45 a.m. to 11:30 p.m.; Sundays, 9 a.m. to 11:30 p.m.
News Service..... CBC
Transcription Service.....NBC Thesaurus
Representative.....All-Canada Radio Facilities (Canada); Weed & Co., (U.S.A.)

Personnel

President.....B. A. Stimmel
Station Manager.....A. H. Nicholl
Commercial Manager.....N. A. Harrod
Program Manager.....F. E. Fleming
Accountant .....Mrs. J. Mackintosh
Chief Engineer.....E. C. Aylen

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CFPR

PRINCE RUPERT—EST. 1936

CANADIAN BROADCASTING CORP.

Frequency: 1240 Kc.....Power: 50 Watts
Owned By..Northwest Broadcast & Service Co.
Operated By....Canadian Broadcasting Corp.
Business Address.....P. O. Box 848
Phone Number 863
Studio Address.....336 Second Ave.
Transmitter Location.....336 Second Ave.
Time on the Air: 7:30 a.m. to 2 p.m., 4 p.m. to 10:30 p.m.; Sundays, 10 a.m. to 10:30 p.m.
News Service.....CBC News
Transcription Service.....C. P. MacGregor
CBC Representative.....Ira Dilworth, Vancouver B. C.
Representative .....Stovin & Wright

Personnel

Owner.....F. E. Batt
Publicity Director.....Jean Wait
Station-Commercial Manager.Sydney Anderson
Acting Program Director-Chief Announcer .....F. R. Halhed
Chief Engineer.....C. H. Insulander

CBR

VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.

BRITISH COLUMBIA REGIONAL NETWORK

Frequency: 1130 Kc.....Power: 5000 Watts
Owned-Operated By.....Canadian Broadcasting Corp.
Address .....701 Hornby St.
Phone Number .....MArine 6121
Transmitter Location.....Lulu Island, B. C.
Time on the Air.....7:30 a.m. to 11:30 p.m.
News Service.....Canadian Press; UP
Representative.....Canadian Broadcasting Corp.

Personnel

CBC Representative-Station Manager .....Ira Dilworth
CBC Commercial Representative.H. W. Paulson
Production Manager.....Ernest Morgan
Publicity Representative....Georgina Murray
Chief Announcer.....W. J. Herbert
Director of School Broadcasts..Kenneth Caple
Chief News Editor.....James Crandall
Regional Farm Commentator...Fergus Muirie
Chief Engineer.....N. R. Olding

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CJOR

VANCOUVER—EST. 1926

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....846 Howe St.
Phone Number.....MArine 6464
Transmitter Location.....Lulu Island, B. C.
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8:45 a.m. to 10 p.m.
News Service .....UP
Transcription Service.....NBC Thesaurus; United Transcribed Service
Representative.....J. H. McGillvra (U.S.A.); H. N. Stovin (Canada)

Personnel

Station Manager.....G. C. Chandler
Assistant Manager.....A. H. Chandler
Commercial Manager.....Don Laws
Sales Promotion Manager....Fred McDowell
Publicity Director.....N. Anthony
Program-Musical Director.....Don Wilson
Chief Announcer.....Ross Mortimer
Accountant .....L. Watkis
Chief Engineer.....A. Chandler

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CKMO

VANCOUVER—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 1410 Kc.....Power: 100 Watts
Owned By.....Sprott-Shaw Radio School

Operated By.....British Columbia Broadcasting System, Ltd.
Address .....812 Robson St.
Phone Number .....MArine 1271
Transmitter Location..... 500 Beatty St.
Time on the Air.....17 hours daily
News Service .....British United Press
Transcription Service.....C. P. MacGregor
Representative.....Radio Representatives, Ltd.; Howard H. Wilson Co.

Personnel

President .....B. Arundel
Station Manager.....W. R. Gardner
Commercial-Sales Promotion Manager .....A. N. Goodwin
Program-Publicity Director.....D. G. Hill
Chief Announcer .....J. Carbutt
Chief Engineer.....R. Whiteside

CKWX

VANCOUVER—EST. 1923

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By Western Broadcasting, Co., Ltd.
Address .....543 Seymour Street
Phone Number.....MArine 3344
Transmitter Location.....Lulu Island, B. C.
Time on the Air.....6:30 a.m. to 11:30 p.m.
News Service .....Transradio
Transcription Service.....World Broadcasting System; Lang-Worth
Representative....Weed & Co. (United States); All-Canada Radio Facilities, Ltd. (Canada)

Personnel

President..... Arthur Holstead
Station Manager.....Frank H. Elphicke
Commercial Manager....Spencer W. Caldwell
Program Director .....Stuart MacKay
Chief Announcer .....Laurie Irvine
Chief Engineer .....E. R. MacIntyre

CJVI

VICTORIA—EST. 1923

CBC (Secondary)

Frequency: 1480 Kc.....Power: 500 Watts
Owned-Operated By....Island Broadcasting Company, Ltd.
Address .....7th Floor, Central Building, 620 View Street
Phone Number.....Garden 2014
Transmitter Location.....Portage Inlet
Time on the Air:7 a.m. to 10 p.m.; Sundays, 9 a.m. to 10 p.m.
Newspaper Affiliation.....The Daily Colonist
News Service.....Press News
Transcription Service.....NBC Thesaurus
Representative....All-Canada Radio Facilities, Limited (Canada); Weed & Co. (U.S.A.)

Personnel

President.....H. T. Matson
General Manager.....M. V. Chesnut
Program Director .....Barry Wood
Publicity Director.....Bob Willett
Musical Director.....D. N. Weaver
Chief Engineer.....J. Sommers

MANITOBA

CKX

BRANDON—EST. 1928

CBC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By ....Manitoba Telephone System
Address .....8th Street & Princess Ave.
Phone Number 4532
Transmitter Location .....Brandon, Man.
Time on the Air: 7 a.m. to 11:30 p.m.; Sundays, 10 a.m. to 11:30 p.m.
Transcription Service.....NBC Thesaurus
Representatives .....H. N. Stovin & Co.; Joseph Hershey McGillvra, Inc.

Personnel

Station Manager .....W. F. Seller

CFAR

FLIN FLON—EST. 1937

CBC (Supplementary)

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....Arctic Radio Corporation
Address .....120 Main Street
Phone Number 290
Transmitter Location.....120 Main Street
Time on the Air: 7 a.m. to 11:30 p.m.; Sundays, 9:30 a.m. to 10 p.m.
Transcription Service.....World Broadcasting System
Representative.....H. N. Stovin (Canada); J. H. McGillvra (U.S.A.)

Personnel

Station Manager.....R. H. Wright

CJRC

WINNIPEG—EST. 1934

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By....Transcanada Communications, Limited
Business Address.....Free Press Building
Phone Number 8466
Transmitter Location .....Middlechurch, Manitoba
Time on the Air: 6:30 a.m. to 12 midnight; Saturdays, 6:30 a.m. to 1 a.m.; Sundays, 9 a.m. to 10:30 p.m.
Transcription Service.....World Broadcasting System; Langworth
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Station Manager .....Gerry Gaetz

CKY

WINNIPEG—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 990 Kc.....Power: 15000 Watts
Owned-Operated By.....Manitoba Telephone System
Address .....Portage Ave., East
Phone Number.....92191
Transmitter Location.....St. Francis Xavier
Time on the Air.....7 a.m. to 11:35 p.m.
News Service..... British UP
Transcription Service.....NBC Thesaurus
Representative.....H. N. Stovin (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

Commissioner of Telephones.....J. E. Lowry
Station Manager .....William Backhouse
Commercial Manager.....A. Messner
Program Director.....R. H. Roberts
Publicity Director.....W. G. Carpentier
Chief Announcer.....W. Davidson
Musical Director.....P. H. Richardson
Chief Engineer.....W. A. Duffield

NEW BRUNSWICK

CKNB

CAMPBELLTON—EST. 1939

CANADIAN BROADCASTING CORP.
CBS-MARITIME

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By.....Restigouche Broadcasting Co., Ltd.
Address .....Chateau Restigouche
Phone Number 8
Transmitter Location.....Maple Green, N. B.
Time on the Air: 7:55 a.m. to 11:30 p.m.; Sundays, 8:55 a.m. to 11:30 p.m.
Representative: All-Canada Radio Facilities, Ltd. (Canada)

Personnel

Managing Director.....Dr. Charles H. Houde
Station Manager.....C. S. Chapman
Chief Announcer.....Dick Dickenson
Chief Engineer.....L. P. Paquet

CFNB

FREDERICTON—EST. 1923

CANADIAN BROADCASTING CORP.

Frequency: 550 Kc.....Power 1000 Watts
Owned-Operated By.....James S. Neill & Sons, Ltd.
Address ..... Queen St.
Phone Number 209
Transmitter Location.....Lincoln, N. B.
Time on the Air.....7 a.m. to 12 midnight
News Service..... British UP
Transcription Service. . . . . .NBC Thesaurus
Representative.....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

General Manager.....J. Stewart Neill
Chief Announcer.....Cleve Stillwell
Chief Engineer.....E. S. Cassidy

CKCW

MONCTON—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....The Moncton Broadcasting Company, Limited
Address .....Knights of Pythias Bldg.
Phone Number.....3388
Transmitter Location.....Harrisville, N. B.
Time on the Air.....7 a.m. to 11:15 p.m.
News Service.....British UP
Newspaper Affiliation .....Moncton Times
Transcription Service.....World Broadcasting System; United Transcribed Service
Representative....Stovin & Wright (Canada); Joseph McGillvra (U.S.A.)

Personnel

President.....J. L. Black
Station Manager.....F. A. Lynds
Sales Manager.....Clair Chambers
Program Director.....Earl McCarron
Chief Engineer.....J. A. White

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CBA

SACKVILLE—EST. 1939

Frequency: 1070 Kc.....Power: 50000 Watts
Owned-Operated By.....Canadian Broadcasting Corporation
Address.....United Service Building., 100 Sackville St., Halifax, N. S.
Phone Number B6188
Transmitter Location.....Sackville, N. B.
Time on the Air.....8 a.m. to 12 midnight
News Service..... CBC
Transcription Service..... Langworth
Representative.....Canadian Broadcasting Corporation

Personnel

General Manager.....J. S. Thompson
Regional Representative.....George Young
Program Division.....S. R. Kennedy
Regional Engineer .....H. M. Smith

CHSJ

SAINT JOHN—EST. 1934

CANADIAN BROADCASTING CORP.
MARITIME NETWORK

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By....New Brunswick Broadcasting Company, Limited
Address..... 14-16 Church Street
Phone Number.....3-2307
Transmitter Location.....Coldbrook, Saint John, N. B.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8:45 a.m. to 12 midnight
Newspaper Affiliation..The Telegraph-Journal & The Evening Times-Globe
News Service.....Press News, Limited
Transcription Service.....World Broadcasting System
Representative.....Stovin & Wright (Canada); Joseph Hershey McGillvra (U. S. A.)

Personnel

President.....H. P. Robinson
Station Manager.....L. W. Bewick
Commercial Manager.....George Cromwell
Sales Promotion Manager.....Willard King
Publicity Director.....Christine Fewings
Musical Director.....Bruce Holder
Chief Engineer.....J. G. Bishop

NOVA SCOTIA

CJFX

ANTIGONISH—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By.....Atlantic Broadcasters, Ltd.
Address .....Antigonish, N. S.
Phone Number . 66
Transmitter Location.Post Rd., Antigonish, N. S.
Time on the Air.....7:45 a.m. to 12 midnight
News Service .....CBC News
Representative .....James A. Alexander

Personnel

President-Station Manager.....J. Clyde Nunn
Commercial Manager .....Robert Munroe
Sales Promotion Manager....E. F. MacDonald
Program Director.....D. MacCormack
Publicity Director.....D. F. Campbell
Chief Announcer.....D. G. Gallivan
Musical Director.....Michael MacDonald
Chief Engineer.....Gordon MacDougall

CHNS

HALIFAX—EST. 1925

CANADIAN BROADCASTING CORP.

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....Maritime Broadcasting Company
Address .....10 Tobin Street (Broadcasting House)
Phone Numbers....Bishop 8318; Bishop 7548
Transmitter Location....Bedford, Nova Scotia
Time on the Air.....16 hours daily
Newspaper Affiliaition...The Halifax Herald, Ltd.
News Service ...Canadian Press; British UP
Transcription Service.....Langworth; NBC Thesaurus; World Broadcasting System
Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President .....Andrew Robb
General Manager.....William C. Borrett
Commercial-Sales Promotion Manager..... F. Fletcher Coates

Program-Musical Director.....R. L. Fry
Director of War Programs..E. Berton Robinson
Publicity Director.....John E. Flynn
Chief Engineer.....A. W. Greig

CJCB

SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By....Eastern Broadcasters, Ltd.
Address ..... Radio Bldg.
Phone Number.....209-1412
Transmitter Location.....South Bar, C. B.
Time on the Air.....8 a.m. to 12 midnight
News Service.....Canadian Press News
Transcription Service.....NBC Thesaurus
Representative.....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Commercial-Advertising Manager, N. Nathanson
Chief Announcer.....T. C. Robertson
Sales Manager.....C. H. McDougall
Publicity Director.....O. W. Loeb
Musical Director.....Mrs. A. F. McKinnon
Chief Engineer.....A. Vernon

CJLS

YARMOUTH—EST. 1934

CANADIAN BROADCASTING CORP. MARITIME NETWORK

Frequency: 1340 Kc.....Power: 100 Watts
Owned By .....Gateway Broadcasting Company
Operated By.....Laurie L. Smith
Address .....Radio Building, Main Street
Phone Number..... 500
Transmitter Location.....Radio Building
Time on the Air.....8 a.m. to 12 midnight
News Service.....Transradio
Transcription Service.....Lang-Worth
Representative .....Dominion Broadcasting Company

Personnel

President-Station Manager....Laurie L. Smith
Commercial Manager-Chief Announcer .....Ronald Fraser
Sales Promotion Manager-Program Director.....Ronald C. Fraser
Librarian-Director of Women's Programs .....Barbara Smith
Continuity Director.....Elsie Drew
Chief Engineer.....Donald L. Smith

ONTARIO

CKPC

BRANTFORD—EST. 1923

CBC

Frequency: 1380 Kc.....Power: 100 Watts
Owned-Operated By.....Telephone City Broadcast, Ltd.
Address .....49-51 Colborne St.
Phone Number.....625
Transmitter Location.....Glebe Property
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 9 a.m. to 11 p.m.
News Service .....British UP
Transcription Service .....World Broadcasting System; United Transcribed Service
Representative.....J. L. Alexander

Personnel

Commercial Manager....Mrs. J. D. Buchanan
Chief Engineer.....Alfred Teague

CFLC

BROCKVILLE—EST. 1925

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....J. C. Whitby
Business Address.Fulford Bldg., Market Square
Phone Number 4628
Studio Address .....Prescott Road
Transmitter Location.....1 mile east of Brockville on Prescott Road
Time on the Air.....8 a.m. to 7 p.m.
Transcription Service.....Lang-Worth
Representatives.....Stovin & Wright; Joseph Hershey McGillvra, Inc.

Personnel

Owner-Station Manager.....J. C. Whitby
Commercial Manager.....H. D. Kirby
Director of Women's Programs..Helen Everetts
Chief Engineer .....G. W. Andrews

CFCO

CHATHAM—EST. 1925

CANADIAN BROADCASTING CORP.

Frequency: 630 Kc.....Power: 100 Watts
Owned-Operated By.....John Beardall
Business Address.....P. O. Box 275
Phone Number..... 2626
Studio Address.....William Pitt Hotel
Transmitter Location.....William Pitt Hotel
Time on the Air: 7:15 a.m. to 10:30 p.m.; Sundays, 9 a.m. to 10:30 p.m.

News Service..... British UP
Transcription Service.....Grow & Pitcher, Ltd.

Personnel

Owner-Manager .....John Beardall
Commercial Manager.....Peter A. Kirkey
Program Director.....Virgil Morgan
Chief Announcer .....Donald McGill
Chief Engineer .....Gordon Brooks

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CKPR

FORT WILLIAM—EST. 1931

CANADIAN BROADCASTING CORP.

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By...Dougall Motor Car Co.
Address.....Radio Hall, South May St.
Phone Number 315
Transmitter Location .....Memorial Ave., Port Arthur, Ont.
Time on the Air.....7:45 a.m. to 11 p.m.
News Service.....Canadian Press
Transcription Service.....NBC Thesaurus; United Transcribed Service
Representative....Radio Representatives, Ltd. (Canada); Howard H. Wilson Co. (U.S.A.)

Personnel

President .....H. F. Dougall
Station Manager.....R. H. Parker
Commercial Manager.....John Downs

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CHML

HAMILTON—EST. 1927

CANADIAN BROADCASTING CORP.

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By....Maple Leaf Radio Co., Ltd.
Business Address.....36 James St., South
Phone Number 7-1539
Studio Address.....Pigott Building
Transmitter Location.....Aldershot, Ont.
Time on the Air: 7 a.m. to 11:35 p.m.; Sundays, 9 a.m. to 11:35 p.m.
News Service.....AP; Canadian Press
Transcription Service.....Standard Radio; Associated Music Publishers; United Transcribed Service
Representatives....Joseph Hershey McGillvra, Inc.; Metropolitan Broadcasting Service, Ltd.

Personnel

President.....A. C. Hardy
Manager.....Kenneth D. Soble
Sales Promotion Manager.....Thomas Darling
Program Director.....Stuart G. Kenney
Director of War Programs...Louella Weresub
Publicity Director.....Louis G. Spector
Chief Announcer.....Harold Stubbs
Sports & Special Events..Norman S. Marshall
Musical Director.....Philip Tahany
Chief Engineer..... William Crawford

CKOC

HAMILTON—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 1150 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....Wentworth Radio Broadcasting Co.
Address .....King William & John Sts.
Phone Number..... 7-4484
Transmitter Location.....Queen Elizabeth Highway, Cherry Beach
Time on the Air:7 a.m. to 11:30 p.m.; Sundays, 9 a.m. to 11:30 p.m.
Transcription Service.....World Broadcasting System; NBC Thesaurus
Representative.....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President.....H. R. Carson
Station Manager.....W. T. Cranston
Assistant Manager.....W. A. Speers
Commercial Manager.....W. M. Guild
Sales Promotion Manager-Publicity Director .....L. A. Westmoreland
Program Director-Artists' Bureau Head, J. Lyman Potts
Continuity Editor..... H. Caine
Chief Engineer.....Leslie Horton

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CKCA

KENORA—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 1450 Kc...Power: 250 d.; 100 n.
Owned-Operated By....Kenora Broadcasting Co.
Address ..... Kenricia Hotel
Phone Number..... 717
Transmitter Location .....Jaffray Township
Time on the Air: 8 a.m. to 10:30 p.m.; Sundays, 10 a.m. to 10:30 p.m.
Representative.....Stovin & Wright

Personnel

President .....J. J. Gray
Commercial-Sales Promotion Manager .....Jack G. McLaren
Station Manager.....Gerald F. Bourke

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CFRC

KINGSTON—EST. 1923

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Queens University & Kingston Whig-Standard
Business Address.....300 King St.
Phone Number 4401
Studio Address.....Fleming Hall, Queen's University

Transmitter Location.....Fleming Hall
Queen's University
Time on the Air.....Special occasions only
Newspaper Affiliation .....Whig-Standard

Personnel

Principal.....Dr. R. C. Wallace
(Non-Commercial Station)

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CKWS

KINGSTON—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....Allied Broadcasting Corp., Ltd.
Address .....King St.
Phone Number 4401
Transmitter Location.....Wolfe Island
Time on the Air.....7:30 a.m. to 11:45 p.m.
Newspaper Affiliation.....Kingston Whig-Standard; Peterborough Examiner
News Service .....Canadian Press
Transcription Service.....NBC Thesaurus; United Transcribed Service
Representative....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Station Manager.....Jack M. Davidson
Commercial Manager.....Roy Hoff
Program Director .....Bob Kesten
Publicity Director.....Anne Wlasi
Musical Director .....Bruce Tremeer
Chief Engineer.....George McCurdy

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CJKL

KIRKLAND LAKE—EST. 1933

CANADIAN BROADCASTING CORP.

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....Northern Broadcasting & Publishing, Ltd.
Address .....Arcade Building
Phone Numbers.....27; 281
Transmitter Location.....Dane, Ontario
Time on the Air: 7:15 a.m. to 11:30 p.m.; Sundays, 8 a.m. to 11:30 p.m.
Newspaper Affiliation....Timmins Daily Press
News Service...Canadian Press; Press News
Transcription Service.....NBC Thesaurus
Representative....All-Canada Radio Facilities

Personnel

President .....R. H. Thomson
Station-Commercial Manager..Allan Rogerson
Program Director .....Duke McLeod
Chief Announcer-Musical Director..Jack Soars
Chief Engineer .....Tom Watson

CKCR

KITCHENER-WATERLOO—EST. 1926

CBC (Alternate)

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Kitchener & Waterloo Broadcasting Co.
Address .....Waterloo Trust Building
Phone Number.....Kitchener 2-1246
Transmitter Location.....2 miles outside of Kitchener
Time on the Air.....7 a.m. to 11 p.m.
News Service.....Canadian Press
Transcription Service.....United Transcribed Service
Representative.....Stovin & Wright

Personnel

Station Manager.....W. C. Mitchell
Commercial Manager.....G. Liddle
Program Director.....Phil Clayton
Chief Announcer.....Russ Reinhardt
Chief Engineer..... Ion Hartman

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CFPL

LONDON—EST. 1933 (CJGC est. 1922)

CANADIAN BROADCASTING CORP.

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Operated By.....London Free Press Printing Co.
Address .....Richmond St.
Phone Number.....Metcalfe 5200
Transmitter Location.....Sixth Concession, Westminster Township
Time on the Air: 7:45 a.m. to 12 midnight; Sundays, 9 a.m. to 12 midnight
Newspaper Affiliation ....London Free Press
Transcription Service.....NBC Thesaurus
Representative.....Stovin & Wright (Canada); Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

Chief Executive.....Charles Thomas
Station and Sales Manager....Philip H. Morris

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CFCH

NORTH BAY—EST. 1931

CBC

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Northen Broadcasting & Publishing, Ltd.
Address .....37 Main St., East
Phone Number..... 2400
Transmitter Location.....37 Main St., East
Time on the Air.....7:45 a.m. to 11:30 p.m.
Newspaper Affiliation....Timmins Daily Press
News Service...Press News; Canadian Press
Transcription Service.....NBC Thesaurus; United Transcribed Service
Representative....All-Canada Radio Facilities

Personnel

President .....R. H. Thomson
Station Manager.....Cliff Pickrem
Commercial-Sales Promotion Manager .....Julian Garson
Program Director.....Ernest Courtney
Publicity Director.....Ray Doherty
Artists' Bureau Head..... Jerry Hill
Chief Engineer.....Jack Barnaby

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CBO

OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Canadian Broadcasting Corporation
Business Address.....Chateau Laurier Hotel; Victoria Bldg.
Phone Number 2-1151
Studio Address .....Chateau Laurier Hotel
Transmitter Location.....Hawthorne, Ontario
Time on the Air.....7:25 a.m. to 11:30 p.m.
News Service .....CBC News
Representative.....Canadian Broadcasting Corp.

Personnel

General Manager .....Dr. J. Thomson
Station Manager.....Charles P. Wright
Senior Announcer.....T. O'Dell
Chief Operator.....E. C. Stewart

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CKCO

OTTAWA—EST. 1924

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By .....Dr. G. M. Gelbert
Address.....272 Somerset St., West
Time on the Air:8 a.m. to 11 p.m.; Sundays, 12 noon to 11 p.m.
Transcription Service.....Associated Music Publishers; Lang-Worth
Representative.....Stovin & Wright (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

Manager.....G. M. Gelder

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CFOS

OWEN SOUND—EST. 1940

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Grey & Bruce Broadcasting Co.
Address .....904 Second Ave., East
Phone Number..... 1940
Transmitter Location.....R. R. No. 4, Sydenham Township, Ont.
Time on the Air: 7:45 a.m. to 9:15 p.m.; Sundays, 8:45 a.m. to 9:35 p.m.
News paper Affiliation.....Owen Sound Daily Sun Times
News Service .....Canadian Press
Transcription Service.....World Broadcasting System; Northern Electric Co.
Representatives....Stovin & Wright (Canada); Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

President.....Howard Fleming
Station Manager-Chief Announcer .....Frank Radcliffe
Commercial Manager .....William Hawkins
Program Director .....Stanley Latham
Musical Director.....Marie Keenan
Chief Engineer .....William Vallins

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CHPS

PARRY SOUND—EST. 1942

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Gordon E. Smith
Address .....25 Seguin St.
Transmitter Location.....MacDougall Township, Ont.
Time on the Air: 7:45 a.m. to 12 midnight; Sundays, 9 a.m. to 12 midnight
Transcription Service.....United Transcribed Service
Representative.....Stovin & Wright

Personnel

President .....W. A. Mitchell
Station Manager.....Gordon E. Smith

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CHOV

PEMBROKE—EST. 1942

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....D. A. Jones
Address .....Provincial Bank Bldg.
Transmitter Location.....East of Pembroke
Time on the Air.....Unlimited license
Transcription Service.....NBC Thesaurus
Representatives...Stovin & Wright (Canada); Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

President .....D. A. Jones
Station Manager.....E. G. Archibald

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CHEX

PETERSBOROUGH—EST. 1942

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By..... .Peterborough Broadcasting Co.
Address .....Examiner Bldg.
Transmitter Location.....Otanabee Township, Ont.
Time on the Air.....7 a.m. to 11:15 p.m.
Newspaper Affiliation.....Peterborough Examiner; Kingston Whig-Standard
News Service.....Canadian Press

Transcription Service.....NBC Thesaurus; United Transcribed Service
Representative....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President .....W. Rupert Davies
Vice-President.....Roy H. Thomson
General Manager..... Jack K. Cooke
Station Manager .....Hal E. Cooke
Program Director .....Don Insley
Musical Director .....Karl E. Monk
Chief Engineer .....Bert Crump

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CKTB

ST. CATHARINES—EST. 1933

CANADIAN BROADCASTING CORP.

Frequency: 1550 Kc.....Power: 1000 Watts
Owned-Operated By.....Silver Spire Broadcasting Station, Ltd.
Address .....12 Yates Street
Phone Number..... 3900
Transmitter Location....Port Dalhousie, Ont.
Time on the Air.....15 hours daily
Transcription Service.....United Transcribed Service
Representatives.....James L. Alexander; Joseph Hershey McGillvra, Inc.

Personnel

President-Station Manager.....E. T. Sandell
Commercial-Sales Promotion Manager .....Bruce St. George
Program Director-Chief Announcer.....Jack McQuillan
Production Manager-Publicity Director.....Gregory Pettitt
Musical Director .....Clarence Colton
Chief Engineer.....W. H. Allen

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CJIC

S S MARIE—EST. 1934

CBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.Hyland Broadcasting Co.
Address ..... Windsor Hotel
Phone Number 3500
Transmitter Location.....Korah Township
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 11 p.m.
News Service.....Press News
Transcription Service.....NBC Thesaurus; United Transcribed Service
Representative.....J. L. Alexander

Personnel

General Manager.....J. G. Hyland
Program Manager .....Victor Haft
Manager, Michigan Office.....R. L. Warne
Chief Announcer.....K. Campbell
Bookkeeper .....Mabel M. Whalen
Continuity Director.....F. Haft
Chief Engineer.....N. Fisher

CJCS

STRATFORD—EST. 1927

Frequency: 1240 Kc.....Power: 50 Watts
Owned By.....Central Broadcasting Co.
Operated By.....F. M. Squires
Address .....Windsor Hotel
Phone Numbers.....1675; 1676
Transmitter Location.....Windsor Hotel
Time on the Air.....7 a.m. to 10 p.m.
News Service..... British UP
Representative....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President.....F. M. Squires
Station-Commercial Manager....S. E. Tapley
Sales Promotion Manager.....M. R. Dunseith
Program-Musical Director....C. W. Trethewey
Chief Engineer.....George Hildebrand

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CKSO

SUDBURY—EST. 1935

CANADIAN BROADCASTING CORP.

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....Sudbury Daily Star, Ltd.
Address .....21 Elgin St.
Phone Number 77-505
Transmitter Location.....Neelon Township
Time on the Air.....7 a.m. to 12 midnight
Newspaper Affiliation ....Sudbury Daily Star
News Service .....British UP
Transcription Service... World Broadcasting System; NBC Thesaurus
Representative....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President.....W. E. Mason
General Manager.....W. J. Woodill
Chief Announcer.....J. Norman Lukster
Chief Engineer.....J. McRae

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CKGB

TIMMINS—EST. 1935

Frequency: 1470 Kc.....Power: 1000 Watts
Owned By.....Northern Broadcasting & Publishing, Ltd.
Operated By.....Roy H. Thomson
Address .....Thomson Bldg., (Cedar St.)
Phone Number 1500
Transmitter Location.....Mattagami Heights, Mountjoy Township
Time on the Air.....7:30 a.m. to 12 midnight
Newspaper Affiliation..Timmins Daily Press; Val D'Or Star
News Service .....British UP
Transcription Service.....NBC Thesaurus
Representative.....Weed & Co. (U.S.A.)

Personnel

President .....R. H. Thomson
Station Manager.....T. R. Morrow
Commercial Manager.....H. C. Freeman
Program-Musical Director.....Harrison Flint
Publicity Director .....Jo Anne Ciochetto
Chief Announcer.....Fred Darling
News Announcer .....Cyril Strange
Chief Engineer.....Ernest Mott

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CBL

TORONTO—EST. 1927

CBC—NBC—BBC—MBS

Frequency: 740 Kc.....Power: 50000 Watts
Owned-Operated By...Canadian Broadcasting Corporation
Business Address.....55 York St.
Phone Numbers....Adelaide 5771 (business office); Kenwood 9411 (studio)
Studio Address.....805 Davenport Rd.
Transmitter Location.....Hornby, Ont.
Time on the Air.....7 a.m. to 11:33 p.m.
News Service.....CBC News Service
Transcription Service.....NBC Thesaurus
National Sales Office Address..55 York St., Toronto
Representative..... Canadian Broadcasting Corp.

Personnel

General Manager.....Dr. J. S. Thomson
Regional Representative-Station Manager .....Dick Claringbull
Night Supervisor .....Walter Anderson
Commercial Manager-Supervisor of Press and Information.....E. A. Weir
Studio Press Representative.....H. M. Ball
Regional Engineer.....M. L. Poole
Chief Operator .....W. A. Reid

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CBY

TORONTO—EST. 1936

CBC—BBC—NBC—MBS

Frequency: 1010 Kc.....Power: 1000 Watts
Owned-Operated By.....Canadian Broadcasting Corporation
Business Address..... 55 York St
Phone Numbers: Adelaide 5771 (business office); Kenwood 9411 (studio)
Studio Address.....805 Davenport Rd.
Transmitter Location.....Dixie, Ont.
Time on the Air.....7:45 a.m. to 11:33 p.m.
News Service.....CBS News Service
Transcription Service.....NBC Thesaurus
National Sales Office Address....55 York St., Toronto
Representative.....Canadian Broadcasting Corp.

Personnel

General Manager.....Dr. J. S. Thomson
Regional Representative-Station Manager .....Dick Claringbull
Night Supervisor .....Walter Anderson
Commercial Manager-Supervisor of Press and Information.....E. A. Weir
Studio Press Representative.....H. M. Ball
Regional Engineer.....M. L. Poole
Chief Operator.....W. A. Reid

AP

THRU

PA

CFRB

TORONTO—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 860 Kc... ...Power: 10000 Watts
Owned-Operated By.....Rogers Radio Broadcasting Co., Limited
Address.....37 Bloor Street, West
Phone Numbers: Midway 3515-6-7; Midway 4643-4-5
Transmitter Location.....Aurora, Ontario
Time on the Air: 7 a.m. to 12:05 a.m.; Sundays, 9 a.m. to 12:05 a.m.
News Service.....British UP; Canadian Press
Transcription Service.....NBC Thesaurus; Lang-Worth
Representative.....Joseph Hershey McGillvra

Personnel

President.....Harry Sedgwick
Station Manager.....E. L. Moore
Chief Announcer.....Wes McKnight
Musical Director .....Roy Locksley
Chief Engineer .....Jack Sharpe

CKCL

TORONTO—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By.....Dominion Battery Co., Limited
Address .....444 University Ave.
Phone Number .....Adelaide 1014
Transmitter Location.....Scarboro, Ont.
Time on the Air: 7:30 a.m. to 12:15 a.m.; Sundays, 9 a.m. to 12:05 a.m.
News Service..... British UP
Transcription Service.....World Broadcasting System; Standard Radio
Representatives...Radio Representatives, Ltd. (Montreal); Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

President .....Henry S. Gooderham
Station and Commercial Manager..A. E. Leary
Program-Publicity-Musical Director.....Maurice Dalton Rapkin

It's simple mathematics...

1/3 of Canada's purchasing power served by CFRB

x 1/4 of the radios in its area always tuned to CFRB

= the most important audience in Canada ...READY MADE!

The 1,700,000 people in CFRB's listening area spend over $100 per capita *more* than the average for Canada. In the most recent survey, 53% of the people interviewed named CFRB as their favourite station. Check after check has shown 25% of the radios tuned to CFRB. CFRB receives 200,000 letters a month, is the only Columbia outlet in Ontario.

To sell your product or keep your good name,

use CFRB TORONTO 860 KILOCYCLES

The Favourite Station in Canada's Richest Market!

• • • ONTARIO • • •

Chief Announcer.....J. Edgar Guest
Secretary-Treasurer.....Elsa G. B. Main
Chief Engineer .....Ernest O. Swan

•

C K L W

WINDSOR—EST. 1932

MUTUAL—CBC

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....Western Ontario Broadcasting Co.
Business Addresses:..Guaranty Trust Bldg., Windsor; Union Guardian Bldg., Detroit, Mich.
Phone Numbers: 4-1155 (Windsor) Cadillac 7200 (Detroit)
Studio Address.....Guaranty Trust Bldg.
Transmitter Location.....Sandwich, South, Essex County, Ontario
Time on the Air.....6 a.m. to 4 a.m.
News Service..... UP
Transcription Service.....World Broadcasting System
Representative....Joseph Hershey McGillvra

Personnel

General Manager.....J. E. Campeau
Station Manager.....William J. Cartet
Commercial-Sales Promotion Manager.....Richard E. Jones

BUGLE BLOWING IS NOW THE EXCLUSIVE PRIVILEGE OF THE ARMED FORCES

Up here in Canada, the radio business is so tuned to the job of assisting in Canada's war effort that *most* of the *better* stations have ceased for the duration to use promotion to show how much better they are than the other fellow.

This, we think, is a splendid spirit, and we just want to remind you that we still have the same potential audience of over one-and-a-half million people and the same ideal frequency —580—on the dial, and we are one of the two stations in Canada affiliated with the Mutual network.

CKCL
TORONTO
1000 Watts 580 Kc.
Mutual Broadcasting System
U.S.A.—Joseph Hershey McGillvra
Montreal—Radio Representatives Ltd.

IN THE DETROIT AREA

THEY *Listen!* TO

CKLW

800 kc.

5,000 WATTS DAY and NIGHT
•
MUTUAL

Program Director.....John Gordon
Production Manager-Publicity Director .....Frank Burke
Traffic Manager .....Margaret Pratt
Chief Engineer.....William J. Carter

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CKNX

WINGHAM—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....W. T. Cruickshank
Address .....Josephine St.
Phone Number 158
Transmitter Location..... Belgrave
Time on the Air.....7:30 a.m. to 10 p.m.
News Service.....British UP
Representative.....J. L. Alexander

Personnel

General Manager.....W. T. Cruickshank
Commercial Manager-Program Director .....James Maxwell
Production Manager-Chief Announcer .....Fred Russell
Musical Director .....H. V. Pym
Chief Engineer.....Joe McGill

PRINCE EDWARD ISLAND

CFCY

CHARLOTTETOWN—EST. 1924

CANADIAN BROADCASTING CORP.
MARITIME NETWORK

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....Island Radio Broadcasting Co.
Address .....85 Kent St.
Phone Number 741
Transmitter Location...West Royalty, P. E. I.
Time on the Air.....8 a.m. to 12 midnight
News Service.....British UP
Transcription Service.....Standard Radio; Lang-Worth
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Managing Director.....Lt. Col. K. S. Rogers
Program-Commercial Manager.L. A. McDonald
Musical Director.....Mrs. K. S. Rogers
Chief Engineer.....Robert F. Large

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CHGS

SUMMERSIDE—EST. 1925

CBC

Frequency: 1480 Kc.....Power: 100 Watts
Owned-Operated By .....R. T. Holman, Ltd.
Address ..... Water Street
Phone Number 133
Transmitter Location .....Holman Building
Time on the Air: 7:30 to 8:30, 10:30 a.m. to 3 p.m., 4 p.m. to 9:05 p.m.

Personnel

President .....H. T. Holman
Station Manager .....R. L. Mollison
Program Director-Chief Announcer .....Albert A. Nicholson
Chief Engineer .....Angus MacKee

QUEBEC

CHAD

AMOS—EST. 1942

CANADIAN BROADCASTING CORP.
NORTHERN QUEBEC BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Northern Quebec Broadcasting System
Operated By..Northern Broadcasting & Publishing, Lt.
Business Address.....307 Victory Bldg., Toronto, Ont.
Studio Address .....Amos, P. Q.
Transmitter Location.....Amos, P. Q.
Time on the Air.....16 hours daily
News Service .....Canadian Press
Representative...All-Canada Radio Facilities, Ltd.

Personnel

President.....R. H. Thomson
Station Manager .....Joseph Duguay
Commercial Manager .....Dan Carr
Chief Engineer .....George H. Pope

CBJ

CHICOUTIMI—EST. 1933

CBC

Frequency: 1580 Kc.....Power: 1000 Watts
Owned-Operated By..Canadian Broadcasting Corporation
Address .....4 Larouche Avenue
Phone Number 155
Transmitter Location.....4 Larouche Avenue
Time on the Air.....8 a.m. to 11:30 p.m.
Representative..... Canadian Broadcasting Corp.

Personnel

General Manager.....Dr. J. S. Thomson
Station Manager.....Vilmond Fortin
Chief Announcer .....J. R. Dallaire
Chief Engineer .....J. E. Roberts

CKCH

HULL—EST. 1932

CBC (AND PROVINCIAL)

Frequency: 1240 Kc.....Power: 250 Watts
Owned By ..... Le Droit
Operated By.....CKCH Broadcasting Co.
Address .....85 Champlain Ave.
Phone Number 2-1701
Transmitter Location...R.R. No. 1, South Hull
Time on the Air.....7:30 a.m. to 11:30 p.m.
Newspaper Affiliation.....Le Droit (Ottawa)
News Service.....Canadian Press
Transcription Service.....United Transcribed Service

Personnel

Station-Commercial Manager
Georges Bourassa
Chief Engineer .....Max Gebhardt

CBF

MONTREAL—EST. 1936

CANADIAN BROADCASTING CORP.
BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 690 Kc.....Power: 50000 Watts
Owned-Operated By...Canadian Broadcasting Corporation
Address .....1231 Ste-Catherine, West
Phone Number .....MArquette 8021
Transmitter Location.....Vercheres, P. Q.
Time on the Air.....7:30 a.m. to 11:30 p.m.
News Service.....British UP; Canadian Press
Representative .....Canadian Broadcasting Corp.

Personnel

General Manager.....Dr. J. S. Thomson
Assistant General Manager .....Dr. Augustin Frigon
Station Manager-Program Director .....Omer Renaud
Commercial Manager.....J. Arthur Dupont
Publicity Director.....Leopold Houle
Chief Announcer.....Roger Baulu
Musical Director.....Jean Beaudet
Chief Engineer.....Gordon W. Olive

CBM

MONTREAL—EST. 1937

CANADIAN BROADCASTING CORP.
NATIONAL BROADCASTING CO.

Frequency: 940 Kc.....Power: 5000 Watts
Owned-Operated By.....Canadian Broadcasting Corporation
Address..... 1231 Ste. Catherine, West
Phone Number .....MArquette 8021
Transmitter Location.....Marieville, P. Q.
Time on the Air.....7:30 a.m. to 11:30 p.m.
News Service....British UP; Canadian Press
Representative..... Canadian Broadcasting Corp.

Personnel

General Manager.....Dr. J. S. Thomson
Assistant General Manager .....Dr. Augustin Frigon
Station Manager-Program Director .....Omer Renaud
Commercial Manager.....J. Arthur Dupont
Publicity Director.....Leopold Houle
Chief Announcer.....Roger Baulu
Musical Director.....Jean Beaudet
Chief Engineer.....Gordon W. Olive

CFCF

MONTREAL—EST. 1919

BLUE NETWORK

Frequency: 600 Kc.....Power: 500 Watts
Owned-Operated By .....Canadian Marconi Company
Address.....1231 St. Catherine St., West
Phone Number..... Plateau 2577
Transmitter Location.....Mount Royal Hotel, Peel St., Montreal
Time on the Air: 7 a. m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service..... British UP
Transcription Service.....NBC Thesaurus
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

General Manager.....Reginald M. Brophy
Station Manager.....J. A. Shaw
Commercial Director.....M. J. Humphreys
Sales Promotion Director.....E. H. Smith
Program-Musical Director.....H. H. Hewetson
Night Supervisor .....P. E. Hiltz
Chief Engineer.....Jack Gettenby

CHLP

MONTREAL—EST. 1933

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....La Patrie Publishing Co., Ltd.
Address.....Sun Life Bldg., Dominion Square
Phone Number.....Plateau 5225
Transmitter Location.....St. Michel Rd., Ville St. Michel, P. Q.
Time on the Air.....8 a.m. to 11 p.m.
Newspaper Affiliation.....La Patrie, La Presse; Montreal Star; Montreal Gazette; Montreal Herald
News Service .....British UP
Transcription Service.....Standard Radio
Representative: J. A. Alexander (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

President.....P. R. DuTremblay
Station and Commercial Manager.....Marcel Lefebvre
Production Manager.....M. Normandin
Publicity Director .....Armand Goulet
Chief Announcer .....Romeo Mousseau
Chief Engineer .....Alphonse Cloutier

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CKAC

MONTREAL—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 730 Kc.....Power: 5000 Watts
Owned-Operated By.....La Cie de Publication de la Presse, Ltee.
Address.....980 St. Catherine Street, West
Phone Number .....MArquette 3611
Transmitter Location.....St. Hyacinthe, P. Q.
Time on the Air.....16 hours daily
Newspaper Affiliation .....La Presse
News Service..... UP
Transcription Service.....Lang-Worth; United Transcribed System
Representative.....C. W. Wright (Toronto) Joseph H. McGillvra (U.S.A.)

Personnel

President.....P. R. DuTremblay
General Manager.....Phil Lalonde
Commercial Manager.....Louis Leprohon
Program-Musical Director.....Paul Corbeil
Production Service Chief....Ferdinand Biondi
Production Chief.....Bernard Goulet
Sales Promotion Manager.....Andre Daveluy
Chief Announcer.....Roy Malouin
Publicity-News-Traffic Director...Paul Gelinas
Music Librarian.....Marie T. Lenoir
Translation-Script Editor.....Armand Gravel
Chief Engineer .....Leonard Spencer

CHNC

NEW CARLISLE—EST. 1933

CANADIAN BROADCASTING CORP.

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By....The Gaspesia Radio Broadcasting Co., Ltd.
Address .....Main St.
Phone Number 38
Transmitter Location..Sea Shore, New Carlisle
Time on the Air.....7:40 a.m. to 11 p.m.
Representative: All-Canada Radio Facilities, Ltd. (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

President.....Dr. Charles Dumont
Station Manager.....Dr. Charles H. Houde
Commercial Manager-Chief Announcer .....Viateur Bernard
Chief Engineer.....J. R. McGough

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CBV

QUEBEC—EST. 1934

CBC

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....Canadian Broadcasting Corp.
Business Address.....140 Wellington St., Ottawa, Ont.
Phone Number 8155
Studio Address.....Chateau Frontenac Hotel
Transmitter Location.....Charlesbourg, P. Q.
Time on the Air.....8 a.m. to 11:30 p.m.
News Service....CBC Network News Service
Representative.....Canadian Broadcasting Corp.

Personnel

CBC President.....Rene Morin
General Manager.....Dr. J. S. Thomson
Station Manager.....Maurice Valiquette
CBC Publicity Director.....Leopold Houle
CBC Commercial Manager.....Arthur Dupont
CBC Musical Director....Captain J. J. Gagnier
Chief Engineer .....Charles Frenette

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CHRC

QUEBEC—EST. 1926

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By.....CHRC, Ltd.
Address .....34 Begin Ave.
Phone Number..... 2-8178
Transmitter Location.....St. Louis Rd., St. Foy, P. Q.
Time on the Air: 7:30 a.m. to 12 midnight; Sundays, 11:30 a.m. to 12 midnight
Transcription Service.....Lang-Worth
Representative....Joseph Hershey McGillvra

Personnel

Station Manager.....J. N. Thivierge
Secretary-Treasurer .....Henri Lepage
Sales Manager.....J. A. Hardy
Chief Engineer.....Arsene Nadeau

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CKCV

QUEBEC—EST. 1924

CANADIAN BROADCASTING CORPORATION

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....CKVC, Ltd.
Address .....142 St. John St.
Phone Number..... 2-1585
Transmitter Location.....254 Marguerite-Bourgeois Ave.
Transcription Service.....World Broadcasting System
Representative ...Radio Representatives, Ltd.

Personnel

President.....H. Baribeau
Station Manager .....Paul Lepage

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CJBR

RIMOUSKI—EST. 1937

CBC-QUEBEC REGIONAL NETWORK

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By....Lower St. Lawrence Power Co.
Address .....1 St. John St.
Phone Number..... 396
Transmitter Location.....Notre-Dame du Sacre Coeur
Time on the Air: 8 a.m. to 11:30 p.m.; Sundays, 12 noon to 11:30 p.m.
Newspaper Affiliation.....Le Progres du Golfe, L'Echo du Bas St. Laurent
News Service.....Canadian Press
Representative.....Joseph Hershey McGillvra

Personnel

President.....J. A. Brillant
Manager .....G. A. Lavoie

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CKRN

ROUYN-NORANDA—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....La Cie de Radiodiffusion Rouyn Noranda Ltee.
Operated By.....Northern Broadcasting & Publishing, Ltd.
Business Address.....P. O. Box 70
Phone Number..... 1400
Studio Address ..... Reilly Bldg.
Transmitter Location.....Reilly Building
Time on the Air.....7:30 a.m. to 11:30 p.m.
News Service .....Canadian Press
Transcription Service.....NBC Thesaurus
Representative...All-Canada Radio Facilities

Personnel

President .....Jack K. Cooke
Station Manager .....Jean Legault
Commercial Manager .....Dan Carr
Program Director .....Martin Silburt
Chief Announcer .....Albert Aube
Chief Engineer.....George H. Pope

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CHGB

SAINTE ANNE DE LA POCATIERE EST. 1938

CANADIAN BROADCASTING CORP.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....CHGB, Registered
Address.....Ste. Anne de la Pocatiere, Co., Kamouraska, P. Q.
Phone Numbers: 20; 24
Transmitter Location.....East end of village
Representative.....Stovin & Wright; Joseph Hershey McGillvra, Inc.

Personnel

Station Manager.....G. T. Desjardins

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CHLT

SHERBROOKE—EST. 1937

CANADIAN BROADCASTING CORP.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....La Tribune, Limitee
Business Address.....Marquette Street
Phone Numbers 2071; 2072
Studio Address .....3 Marquette St.
Transmitter Location.....Sherbrooke
Time on the Air.....7:30 a.m. to 11:30 p.m.
Newspaper Affiliation .....La Tribune, Ltee.
News Service.....Press News Service; Canadian Press
Transcription Service.....NBC Thesaurus; Langworth
Representative.....Dominion Broadcasting Company (Toronto)

Personnel

President.....Hon. Jacob Nicol
Manager.....A. Gauthier
Program Director.....Jeanne Tremblay
Sales Promotion-Production Manager....Jean L. Gauthier
Publicity Director.....R. Duford
Chief Announcer.....Roland Bayeur
Musical Director.....P. M. Robidoux
Chief Engineer.....R. Frechette

CHLN

TROIS-RIVIERES (THREE RIVERS)—EST. 1937

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....Le Nouvelliste, Ltd.
Address.....Chateau de Blois Hotel
Phone Number.....4500
Transmitter Location.....Three Rivers, P. Q.
Time on the Air: 8 a.m. to 11 p.m.; Sunday, 12 noon to 11 p.m.
Newspaper Affiliation.....Le Nouvelliste
News Service.....Press News
Transcription Service.....World Broadcasting System; United Transcribed System
Representative....Radio Representatives, Ltd.

Personnel

President.....Hon. Jacob Nicol
Station-Commercial Manager..Leon Trepanier
Sales Promotion Manager.....Yvon Marchand
Program-Musical Director.....Jean Laforest
Chief Engineer.....Leon Trepanier

CKVD

VAL D'OR—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 1230 Kc.....Power: 100 Watts
Owned By.....La Voix d'Abitibi Cie, Ltd.
Operated By.....Northern Broadcasting & Publishing, Ltd.
Address.....Val D'Or
Phone Number.....500
Studio Address.....Third Ave.
Transmitter Location.....Third Ave.
Time on the Air.....8 a.m. to 11:30 p.m.
News Service.....Canadian Press
Transcription Service.....NBC Thesaurus
Representative...All-Canada Radio Facilities

Personnel

President.....Roy H. Thomson
General Manager.....Jack K. Cooke
Station-Commercial Manager....Lucien Godin
Chief Engineer.....George Pope

SASKATCHEWAN

CHAB

MOOSE JAW—EST. 1922

CBC

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By.....CHAB, Ltd.
Address.....Grant Hall Hotel
Phone Number.....2377
Transmitter Location.....Boharm, Sask.
Time on the Air: 6.30 to 11:30 p.m.; Sunday, 7 a.m. to 11:30 p.m.
News Service.....British UP
Transcription Service.....Langworth; United Transcribed System
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President.....A. E. Jacobson
Station Manager.....H. C. Buchanan
Commercial Manager.....E. E. Cameron
Sales Promotion Manager....G. G. Henderson
Program Director.....J. S. Boyling
Publicity Director.....Louis Lewry
Production Manager.....Ralph Horley
Chief Announcer.....J. J. Lawlor
Chief Engineer.....M. Pickford

CKBI

PRINCE ALBERT—EST. 1924

CBC

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By.....Central Broadcasting System, Ltd.
Address.....Sanderson Building
Phone Numbers.....3133; 2049
Transmitter Location....7½ miles south of city on Highway No. 2
Time on the Air.....17½ hours daily
News Service.....British UP
Transcription Service..World Program Service
Representative...All-Canada Radio Facilities

Personnel

Station Manager.....L. E. Moffat
Local Sales Manager.....Elburn Parr
National Sales Manager.....Jerry Tonkin
Sales Promotion Manager.....Gerald Prest
Chief Announcer.....W. R. Hart
Chief Engineer.....Tom Vaness

CJRM

REGINA—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By Transcanada Communications, Limited
Address.....Saskatchewan Life Bldg.
Phone Number 8424
Transmitter Location....Victoria Plains, Sask.
Time on the Air.....17¼ hours daily
Newspaper Affiliation....The Regina Leader Post; Saskatchewan Farmer
News Service.....Press News
Transcription Service.....Langworth
Representative..All-Canada Radio Facilities, Ltd. (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

President .....Victor Sifton
Station Manager.....F. V. Scanlan
Commercial Manager.....Bruce M. Pirie
Program Director .....G. B. Quinney
Chief Engineer.....W. McDonald

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CKCK

REGINA—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 620 Kc.....Power: 1000 Watts
Owned By.....The Regina Leader-Post, Ltd.
Operated By.....All-Canada Radio Facilities, Ltd.
Address.....Leader Post Bldg.
Phone Number.....8525
Transmitter Location .....Pilot Butte
Time on the Air .....6:30 a.m. to 12 midnight
Newspaper Affiliation.....The Regina Leader-Post
News Service.....British UP; Canadian Press
Transcription Service: NBC Thesaurus; Standard Radio; All-Canada Radio Facilities
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Station Manager.....H. A. Crittenden
Commercial Manager.....R. J. Buss
Sales Promotion Manager.....M. Walsh
Program Director.....Ross MacRae
Production Manager.....W. E. Collier
Chief Engineer.....E. A. Strong

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CFQC

SASKATOON—EST. 1923

CANADIAN BROADCASTING CORP.

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....A. A. Murphy & Sons, Limited
Address.....216 First Ave., North
Phone Numbers .....7282 and 5374
Transmitter Location.....Saskatoon, Sask.
Time on the Air: 6:45 a.m. to 11:30 p.m.; Sundays, 8:30 a.m. to 11:30 p.m.
News Service .....British UP
Transcription Service: NBC Thesaurus; Standard Radio; Langworth
Representative: Radio Representatives, Ltd. (Canada); Howard H. Wilson Co. (U.S.A.)

Personnel

President .....A. A. Murphy
Station-Commercial Manager.. Vernon Dallin
Program-Musical Director.....Cy Cairns
Chief Announcer .....Wilfred Gilby
Chief Engineer.....S. Clifton

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CBK

WATROUS—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 540 Kc.....Power: 50000 Watts
Owned-Operated By..Canadian Broadcasting Corp.
Business Address.....612 Telephone Bldg., Winnipeg, Manitoba
Phone Number.....97261
Studio Address.....Telephone Bldg., Winnipeg, Manitoba
Transmitter Location.....Watrous, Sask.
Time on the Air....7 a.m. to 11:30 p.m.
News Service.....CBC Network News
Representative .....Canadian Broadcasting Corp.

Personnel

CBC Chairman.....Rene Morin
CBC General Manager.....Dr. J. S. Thomson
CBC Commercial Manager (Toronto)....E. A. Weir
Program Director.....H. G. Walker
Publicity Director.....C. E. L'Ami

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CJGX

YORKTON—EST. 1927

CANADIAN BROADCASTING CORP.

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Yorkton Broadcasting Co.
Address.....Broadway Ave.
Phone Number 324
Transmitter Location..... Yorkton
Time on the Air: 6 a.m. to 11 p.m.; Sunday, 8:30 a.m. to 11 p.m.
Transcription Service:....World Broadcasting System
Radio Representatives, Ltd. (Canada); Inland Broadcasting Service (Canada); Joseph Hershey McGillvra, Inc.

Personnel

Station Manager.....A. L. Garside

Shopping for Shows? Here's the Best in Recorded Broadcasting!

FOR "SPOT" ADVERTISERS . . . NBC COMPLETE PACKAGE SHOWS READY TO BROADCAST

Here's a page-full of perfect shows—*proven* in popularity, tested as sales-producers. 5-minute, 15-minute, or half-hour recorded programs — music or drama, comment or comedy . . . every one of them timely and thrilling! *Write for presentations, auditions, rates and availability!*

LET'S TAKE A LOOK IN YOUR MIRROR

with STELLA UNGER

Vital, spontaneous, timely series aimed at the busy woman of today. Helpful suggestions on gaining and keeping charm and poise under trying conditions, with particular emphasis on woman's job in wartime—making the most of her present wardrobe, getting along happily without many household products, etc. Now selling varied products to women in today's market.

156 Five-Minute Programs—3-a-week for 52 weeks

NEW! THE NAME YOU WILL REMEMBER

William Lang

Theme: the world's No. 1 subject —people! Hard-hitting, intensely interesting personality sketches by William Lang about people in the news—ranging from Madame Chiang Kai-shek to J. Edgar Hoover.

Perfect title for tie-in with sponsor's name and business. All-inclusive merchandising and publicity plan. Spectacular success as local "live" show. The title alone should clinch the sale!

78 Five-Minute Programs—3-a-week for 26 weeks

FLYING FOR FREEDOM

A vivid saga of daring and courage of United Nations' fighting men—told through the lives of an American, a Canadian, an Englishman, and an Australian in training to become flying officers, and during their combat operations —ferrying bombers, raids over enemy territory and supporting ground troops in theatres of war. Authentic, thrill-packed, inspiring and timely. Especially suited to use by wartime advertisers and firms presently engaged in war production.

26 Half-Hour Dramas

BETTY AND BOB

The story of "ordinary folk who lead extra-ordinary lives"—tops in serial drama, with a record of proved selling power. Superbly cast with Arlene Francis as "Betty", Carl Frank as "Bob" and Milton Cross announcing, against a rich setting of full orchestral theme music by Allen Roth. Complete promotion and publicity material.

390 quarter-hour episodes for 5-a-week broadcasts. Minimum contract: 65 episodes

TIME OUT FOR FUN AND MUSIC

Series I—With Allen Prescott, M.C., Felix Knight, and Ted Steele's Novatones.
Series II—With Ted Steele and Grace Albert.

Sprightly quarter-hours filled with amusing banter and bright, gay music. Each series of 26 arranged for one or two broadcasts weekly.

OTHER NBC RECORDED FEATURES:

HOLLYWOOD HEADLINERS— *with Stella Unger* (156 5-min. pgms.)

GETTING THE MOST OUT OF LIFE TODAY— *with Wm. L. Stidger* (117 5-min. pgms.)

CARSON ROBISON AND HIS BUCKAROOS— (117 quarter-hours)

NBC *Radio Recording Division*
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, NEW YORK · Merchandise Mart, CHICAGO
Trans-Lux Bldg., WASHINGTON, D. C. · Sunset & Vine, HOLLYWOOD, CAL.

RADIO PRODUCTION

Producers

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Transcriptions

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Libraries

•

Talent Managers and Agents

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Music Section

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Talent

•

FCC Rules and Regulations

•

Programs

ASSOCIATED RECORDED PROGRAM SERVICE

THE ARPS LIBRARY OFFERS THESE OUTSTANDING FEATURES

1. **Basic Library:** Every kind of transcribed music from operatic to hillbilly.
2. **Original Recordings:** No Reprints! All on finest quality red (pure) vinylite.
3. **New Supply:** Extensive backlog of finest transcribed music. Service assured for many months to come.

Plus

Highest quality recording. Western Electric wide range, high fidelity, vertically cut transcriptions, pressed on red (pure) vinylite.

Name artists, all leaders in their various fields.

Finest music. Regular releases cover the entire range of musical expression.

Continuities. Ten minute, quarter- and half-hour scripts, ready for commercial or sustaining features.

AMP Performance Clearance.
Merchandising Aids.

The Aristocrat of the Turntable

ASSOCIATED
RECORDED PROGRAM
SERVICE

25 West 45th Street
A Division of Associated Music Publishers, Inc.

RADIO—ARMY MORALE BUILDER

IMPORTANT contribution of the broadcasting industry to the war effort is the work of the Radio Section of the Information Branch of the Special Service Division, United States Army, whose personnel has been recruited directly from the ranks of the trade. Under the direction of Lt. Col. Thomas H. A. Lewis, Officer in Charge, the staff consists of twenty officers who in civilian life were among the top writers, producers and administrators in radio. In addition, there are fifteen enlisted men who have background in writing or production. These men, together with civilian experts are working in the two special service production plants in New York and Los Angeles. The executive officers are: Maj. Irving Fogel, Chief Administrative Officer; Capt. Griffith B. Thompson, Executive Officer, New York City; Capt. Barton A. Stebbins, Executive Officer, Washington, D. C.; Capt. Mann Holiner, Program Director, Los Angeles; Lt. Ted E. Sherdeman, Program Director, New York City.

Organized in the early part of 1942, the Section is now sending programs to all corners of the earth, and proof of its rapid and extensive work is that 600,000 discs were sent overseas within the first six months of the war, providing service men with their favorite programs almost as soon as they landed on foreign shores.

Types of Shows

Three types of shows are being sent to the men. **Information:** newscasts were started immediately. **Education:** since education must be carefully planned, a series of experimental recordings was launched. **Entertainment:** one of the most important morale-building factors, shows were organized at once, and, as of January 12, over 500 radio programs with the greatest artists of radio, stage and screen have been produced, recorded and distributed.

In addition to the specially produced shows, a number of the most popular radio programs are distributed with commercials deleted. The deletion is necessitated in view of the fact that men living on rations are not apt to appreciate descriptions of luxuries unobtainable at the front.

Every possible channel is utilized to insure the reception of these programs overseas. There are five of these:

1. 29 Shortwave stations in the United States, beamed to all parts of the world.

2. 48 standard wave stations in various theaters of action, or located within the territories of the United Nations.

3. Certain carrier stations, or government-owned or American Expeditionary stations already erected (or being erected), which for security reasons may not be designated.

4. Radio Phonograph Box B Kit—automatic issue for troops at ports of embarkation, one for every 126 men. 2-wave radio on alternating current or battery, playback machine for reproduction of 12-inch records or transcriptions at 33⅓ or 78 RPM's, additional tubes and batteries, records and transcribed radio programs. 100 paper-backed novels, 10 harmonicas, dispatched by code numbers to destination. More than 6,500 kits are in use throughout the world, 6,500 additional on order.

5. Radio Phonograph Box B-1 Kit—a more elaborate kit including a public address system, turntable 2 speeds—33⅓ or 78—to play 16-inch or 12-inch transcriptions. Four kits to each Special Service Unit. Additional supplies monthly. Microphones and loudspeakers for local shows.

Future Expansion

The Special Services Radio Section does not consider its work completed. It is constantly expanding and working to perfect the service of sending out programs so that, in addition to shortwave and longwave, a program will be heard eventually over all carrier systems and Box B Kits in operation. Toward this end it is establishing contact with new radio outlets throughout the world, wherever troops are stationed, it is working with the OWI to perfect the broadcast schedules to reach the troops at the times when they can hear the programs; it is erecting new American Expeditionary stations in new theaters of operation; increasing schedules, the number and types of programs, as the personnel increases; and the Research Branch is conducting continuing surveys to guide the Radio Section in the types and kinds of programs to produce, the selection of equipment to use and the supplies needed. With little fanfare and lots of hard work, the leaders in the broadcasting industry are giving a "command performance" which will be long remembered by the men now in service.

"WAR CORRESPONDENT"

A NEW TRANSCRIBED FEATURE FOR LOCAL AND REGIONAL SPONSORS!

In far off places the history of America is being written. And in each of these far off places War Correspondents are facing enemy guns and shells so that we at home may have first hand news of America's Fight for Freedom. The stories of our at-the-front War Correspondents are brilliantly dramatized in this unique series of quarter-hour transcribed programs.

THE STORY OF WORLD WAR II

AUTHENTIC!

FACTUAL!

PRODUCERS OF QUALITY TRANSCRIBED SHOWS

- **THE KORN KOBBLERS . . . 260**
  fifteen-minute transcriptions featuring the music and comedy of THE KORN KOBBLERS. Master of ceremonies: Alan Courtney. Vocalists: Charlie Wayne, Stan Fritts. Guest stars: Kay Lorraine, Redd Evans.
- **ONE FOR THE BOOK . . . 190**
  five-minute sports stories transcribed by America's No. 1 coast-to-coast sports commentator, SAM BALTER. 4 years coast-to coast network.
- **SPARKY AND DUD . . 66**
  fifteen-minute musical-variety programs transcribed by those scamps of the army camps, "Private" SPARKY and "Strictly Private" DUD. Featuring Happy Jim Parsons, Fred Hall and Lazy Dan.
- **FORBIDDEN DIARY . 130**
  fifteen-minute episodes in this unusually dramatic continued story. Star-studded array of network talent. Scripted by one of radio's foremost writers of continued stories.
- **THE CAREER OF ALICE BLAIR,**
  a "white-collar-girl" story, starring Martha Scott, Joe Cotten, an all-star cast. Remarkable record of success. 130 fifteen-minute programs transcribed.
- **THE OLD CORRAL**
  starring Pappy Cheshire, Sally Foster, the Ranch Boys and a large musical group in an outstanding show of Western music and stories.

FREDERIC W

ZIV

INCORPORATED

2436 Reading Rd., Cincinnati, O.

485 Madison Ave., New York

Program Producers

Advance Television Pictures Service, Inc.

729 Seventh Ave., New York, N. Y. Phone, BRyant 9-5600. President, Robert Matthews; Secretary-Treasurer, F. E. Miles. SERVICES OFFERED: Production and distribution of motion pictures for television stations.

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Advertisers Recording Service, Inc.

113 West 57th Street, New York, N. Y. Phone, CIrcle 6-0141. President, James A. Miller; Secretary-Treasurer, George R. Smith; Asst. Secretary-Treasurer, E. B. McCutcheon. SERVICES OFFERED: Program production, Millertape editing, wax and instantaneous recording, studio rental.

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Nicholas T. Agneta

9 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-2142. SERVICES OFFERED: Program production, package shows, talent.

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Air Features, Inc.

247 Park Ave., New York. Phone, WIckersham 2-0077.

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Alton Alexander

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-8132. SERVICES OFFERED: Production, scripts, direction of both live talent and transcribed programs.

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Norman Alexandroff Artists Bureau

410 S. Michigan Ave., Chicago, Ill. Phone, Wabash 6762. Manager, Norman Alexandroff; In Charge of Production, Fred Morrow; Directors, John Reidy, U. S. Allen. Writer, Aline Neff. SERVICES OFFERED: Program production.

American Institute of Drug Products

75 West St., New York, N. Y. Phone, BOwling Green 9-9188. President, Dr. Frederic Damrau; General Manager, Robert A. Bories. SERVICES OFFERED: Origination, writing and production of programs specializing in drug and kindred accounts. ("Dr. Damrau's Medicine Chest" participating program on WMCA, New York, N. Y.).

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American Institute of Food Products

75 West St., New York, N. Y. Phone, BOwling Green 9-9188. President, Dr. Walter H. Eddy; General Manager, Robert A. Bories. SERVICES OFFERED: Origination, writing and production of programs specializing in food and kindred accounts. ("Food and Home Forum" participating program on WOR, New York).

•

American-Jewish Broadcasting Co.

86 Chambers St., New York, N. Y. Phones, WOrth 2-3322, REctor 2-5341. President, Herman Younglieb; Secretary, Ann Barbinel. SERVICES OFFERED: Program production, script and transcription library.

•

F. D. Anderson

Suite 333-35 Paul Brown Bldg., St. Louis, Mo. Phone, Garfield 1055. Manager, F. D. Anderson. SERVICES OFFERED: Program and spot announcement production on local participating programs.

•

Arnaiz-Moran

206 S. Spring St., Los Angeles, Calif. Phone, MUtual 8837. Manager, Gustave Faist Moran; Sales Manager, Juan Ortiz; Secretary-Continuity Writer, Nena Iniguez. SERVICES OFFERED: Production of Spanish-language programs on XEGM, Tijuana, Lower California, Mexico.

KERMIT-RAYMOND

producers of "America's Famous Fathers"

present

A New Idea In Radio Syndication

"RADIO THEATRE OF FAMOUS CLASSICS"

a proven program . . . with a sensational free merchandising tie-up . . . at an unprecedented low price!

• THE PROGRAM •

A half-hour transcribed (by World Broadcasting) dramatization of the world's greatest classics. De Maupassant, Zola, Voltaire, Ibsen, Wilde: these are your writers. Each show is complete in itself, brilliantly produced and directed with an outstanding cast, and adapted for radio by today's foremost radio writers. The appeal and interest of these shows has been proven by their years of popularity in book form. No other program on the air can combine the audience appeal of this show with its amazingly low cost.

• THE MERCHANDISING CAMPAIGN •

We have arranged with a national book publishing Company to give away FREE to every listener who writes to the station each week, the collected works of the author whose story is dramatized on that program. These beautiful classics are cloth-bound, gold-embossed, and contain more than 500 pages. They generally sell for $2.50 each, and yet, the sponsor who buys this show gets this sensational merchandising campaign INCLUDING THE FREE BOOKS, at no additional cost, other than the price of the program.

• • •

THIS OFFER IS AVAILABLE FOR ONLY A LIMITED TIME. FOR COMPLETE DETAILS AND AN AUDITION DISC, WRITE . . . TELEPHONE . . . OR WIRE

KERMIT-RAYMOND CORPORATION

745 Fifth Avenue, New York City

EL. 5-5511

Arts Recording Studios & Recording Co.

29 West 57th St., New York, N. Y. Phone, PLaza 8-0407. Owner-Chief Engineer, John R. Cieferskor; Associate Engineer, Earl E. Welch; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent, phonograph master recordings, motion picture sound recording.

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ASCAP Radio Program Service

American Society of Composers, Authors & Publishers, 30 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-7464. Director, Robert L. Murray. SERVICES OFFERED: Production of syndicated scripts for use with live-talent for recorded musical programs, program-aids.

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Associated Broadcasting Co., Ltd.

Dominion Square Bldg., Montreal, Que., Canada. Phone, Belair 3325. President, M. Maxwell; Vice-President, M. Feldman; Secretary-Treasurer, F. Maxwell; Sales Director, R. Wilson; Program Director, S. Vineberg; Script Director, B. Stewart; Talent Director, B. Berlind; French Director, J. O. Denis; French Scripts, R. Cabanna; Syndicated Transcription Dept., R. O. Stevenson; Recording Department, J. Feldman. SERVICES OFFERED: Production of live-talent shows in English and French, recordings of programs and spots, scripts.

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Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, BRyant 9-0845. President C. M. Finney; Vice President-Treasurer, John R. Andrus. SERVICES OFFERED: Transcriptions, library, production, scripts, recording processing and pressing (Muzak Transcriptions, Inc.), both vertical and lateral.

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Associated Releases

1310 N. Formosa Ave., Hollywood, Calif. Phone HIllside 0181. Producer, Arthur Solomon; Associate Producer, Al H. Sherman; Writer, Charles Marion. BRANCH OFFICE: 200 Fifth Ave., New York, N. Y. Phone, GRamercy 5-5252. Manager, Meyer C. Solomon. SERVICES OFFERED: Package shows, spot announcement production; custom-built transcriptions, scripts.

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Ann Barbinel

150 Riverside Drive, New York, N. Y. Phone, SChuyler 4-5800. SERVICES OFFERED: Creation and production of live-talent and transcribed women's, children's and general programs, casting, custom-built package shows.

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Basch Radio Productions

17 East 45th St., New York, N. Y. Phone, MUrray Hill 2-8877. Sales Manager, Charles J. Basch, Jr.; BRANCH OFFICES: 326 Buckley Bldg., Cleveland, Ohio. Phone, Prospect 2922. Alonzo Hawley; 507 Statler Bldg., Boston, Mass. Phone, Hubbard 5225. Robert C. Foster; 226 N. La Salle St., Chicago, Ill. Phone, State 5096. Fred R. Jones. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings.

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Batchelor Enterprises, Inc.

30 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 6-4224. President, Walter Batchelor; Director of Radio, Howard Reilly. SERVICES OFFERED: Program production.

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Baudry-Harwood Radio Productions

1434 St. Catherine St., West, Montreal, Que., Canada. Phone, Plateau 9811. Partners, Edward Baudry, R. W. Harwood; Manager, Yvette Baudry; Producer, Rolland Bedard; Script Writer, Roger Marien. SERVICES OFFERED: Scripts, program production, translations.

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Marcel Baulu—Laboratoire De Redaction

1434 West St. Catherine St., Montreal, Que. Phone, Lancaster 9572. Owner, Marcel Baulu; Translator - Secretary, Madeleine Painchaud. SERVICES OFFERED: Program production, scripts.

Beck Recording Studios

1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, Joseph H. Beck; Assistant Manager, R. Castle Brown. SERVICES OFFERED: Producers of electrical recordings and transcriptions for radio broadcast; program building; scripts, talent; production; audition service; off-the-air recordings; complete service in the production of sound film in black and white and in natural color.

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Edgar Belmont

441 Madison Ave., New York, N. Y. Phone, PLaza 3-4967. Owner, Edar Belmont. SERVICES OFFERED: Program production.

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Bennett Downie Associates, Inc.

6677 Maryland Drive, Los Angeles, Calif. Phone, WHitney 5552. Secretary-Treasurer, R. G. Harris; Vice-President, Paul Schwegler. SALES REPRESENTATIVES: 1316 Ridge Ave., Steubenville, Ohio. Manager, Harry R. Jacobs; 19 East 53rd St., New York, N. Y. Manager, Harry S. Goodman. SERVICES OFFERED: Production of transcribed serial programs.

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Herman Bernie, Inc.

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-6647. President, Herman Bernie; Secretary-Treasurer, Dorothy Menzin. SERVICES OFFERED: Program production of package shows, artists' representative.

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John Beverly Hollywood Radio Star Production Co.

P. O. Box 1901, Hollywood, Calif. (For the duration of the war, this firm can be reached through the American Federation of Radio Artists in Los Angeles). General Manager-Executive Producer, John Beverly. SERVICES OFFERED: Radio production, package shows, recordings, spot announcement production, scripts, casting, direction, television production, transcription library.

HENRY SOUVAINE INC.

30 ROCKEFELLER PLAZA, NEW YORK CITY

Producers of Prize-Winning Radio Programs

"THE METROPOLITAN OPERA"

"CHEERS FROM THE CAMPS"

"LISTEN AMERICA"

TALENT — SCRIPTS — PROGRAMS — RECORDINGS

Specialists in

INSTITUTIONAL AND PUBLIC RELATIONS PROGRAMS

Walter Biddick Co.

Chamber of Commerce Bldg., Los Angeles, Cal. Phone, Richmond 6184. Manager, R. Katz. SERVICES OFFERED: Transcriptions, production.

•

G. C. Bird & Associates

1745 N. Gramercy Place, Hollywood, Calif. Phone, HEmpstead 1753. General Manager, G. C. Bird. SALES REPRESENTATIVE: Charles Michaelson, 67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. SERVICES OFFERED: Production of transcribed programs.

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Joseph Bloom

19 West 44th St., New York, N. Y. Phone, VAnderbilt 6-5080. President, Joseph Bloom. SERVICES OFFERED: Program production, scripts.

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Bost Records Co.

29 West 57th St., New York, N. Y. Phone, PLaza 3-8676. Owner, R. Steiner; Business Manager, H. H. Borchardt; Secretary-Treasurer, Julia Pontell. SERVICES OFFERED: Transcriptions, off-the-line transcriptions, line and audition recordings, pressings, studio facilities, phonograph records, production and recording of transcribed programs, spot announcements, audition records.

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Richard Bradley & Associates

(Illinois Educational Sound Service)

20 North Wacker Drive, Chicago, Ill. Phone, Randolph 3549. President, Richard Bradley; Motion Picture Department, Leonard Welter; Associate, Edward J. Harris. SERVICES OFFERED: Off-the-air and on location recordings and transcriptions, mobile recording, sound amplification, program production, talent.

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Brinckerhoff Studios Productions, Inc.

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. President, E. V. Brinckerhoff; Vice-President, D. Vanston. SERVICES OFFERED: recording service, program producing, script service, phonograph records, production and recording for all types of transcription, talent service for domestic and foreign-language programs.

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Broadcast Productions

25 East Jackson Blvd., Chicago, Ill. Phone, Wabash 0711. Director, John Stamford; Assistant Director, Bryce Talbot. SERVICES OFFERED: All types of programs produced. Electrical transcriptions and recordings.

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Broadcasters Mutual Transcription Service, Inc.

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President, J. Frank Eschen; Vice-President, James M. Althouse; Secretary-Treasurer, C. E. Harrison. REPRESENTATIVES: Walter Biddick Co., 568 Chamber of Commerce Bldg., Los Angeles, Calif.; Charles Michelson, 545 Fifth Ave., New York, N. Y.; Radioaids, Inc., 1041 North Las Palmas, Hollywood, Calif. SERVICES OFFERED: Transcribed productions and scripts, talent, and program service.

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Broadcasting Program Service

45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Manager, Herbert Rosen. SERVICES OFFERED: Transcribed programs, sound effects library, script service, foreign language programs (Spanish and Portugese).

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Chamberlain Brown

145 West 45th St., New York, N. Y. Phone, BRyant 9-8480. SERVICES OFFERED: Program production, talent.

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Carl Byoir & Associates

10 East 40th St., New York, N. Y. Phone, AShland 4-3466. Radio Director, Edward Gottlieb; Assistant Radio Director, Helen Jamieson. BRANCH OFFICES: 829 National Press Bldg., Washington, D. C. Phone National 8945. Executive-In-Charge, William Wright; 310 South Michigan Ave., Chicago, Ill. Phone, Harrison 2022. Executive-In-Charge, George Dye. SERVICES OFFERED: Transcribed production, scripts, special event and newscast material.

The Bruce Chapman Co.

145 West 41st St., New York, N. Y. Phone, WIsconsin 7-2179. President, Bruce Chapman; Program Director, Mark Goodson; Production Manager, Troman Harper. REPRESENTATIVE: Albert Mitchell, 424 Oakdale Ave., Chicago, Ill. Phone, Wellington 7746. SERVICES OFFERED: Program production, commercial scripts.

•

Mary D. Chase

875 Fifth Ave., New York, N. Y. Phone, REgent 7-1120. SERVICES OFFERED: Package shows, program production.

•

Christensen Radio Services

306 S. Wabash Ave., Chicago, Ill. Phone Webster 7795. Manager, Carle A. Christensen; Sales Manager, John Kumler; Techinician, David Burden. SERVICES OFFERED: Recording, scripts, talent, program production.

Leslie Clucas

333 North Michigan Ave., Chicago, Ill. Phone, Franklin 7100. SERVICES OFFERED: Program production of package shows.

•

Ted Collins Corporation

1819 Broadway, New York, N. Y. Phone, CIrcle 7-0094. President, Program Director and Producer, Ted Collins; Talent-Production, Sam Schiff; Publicity, Zac Freedman; Musical Director, Jack Miller; Choral Director, Ted Straeter; Writers, Jean Holloway and Jane Tompkins. SERVICES OFFERED: Program building and producing.

•

Russell C. Comer Radio Productions

15 West 10th St., Kansas City, Mo. Phone, Harrison 3964. President, Russell C. Comer; Vice-President, John C. Fehlandt; Treasurer, Cecil W. Trapp;

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Secretary, A. M. Rockie. SERVICES OFFERED: Production of syndicated programs and serials.

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Commercial Broadcasting Services, Ltd.

Concourse Bldg., Toronto, Ont., Canada. Phone, Elgin 2625. President, E. A. Byworth; Vice-President, H. R. Johnston; Secretary-Treasurer, A. G. Irwin; Program & Script Department, S. K. Smith. SERVICES OFFERED: Live talent productions, syndicate transcriptions, custom recordings, time placements.

•

The Jack L. Cooper Radio Advertising Service

1335 West 111th Place, Chicago, Ill. Phone, Beverly 2056. Managing Director, Jack L. Cooper; Secretary-Musical Director, Gertrude R. Cooper; Sales, Robert M. Roberts. SERVICES OFFERED: Production of Negro programs, transcribed and live-talent.

•

Louis G. Cowan & Co.

8 S. Michigan Ave., Chicago, Ill. Phone, Randolph 2022. President-Owner, Louis G. Cowan; Business Manager, Frederick A. Asher; Program Director, John Lewellen; Research Director, Eliza Merrill Hickock; Publicity Director, George Hixon; Art Director, Egon Unger. SERVICES OFFERED: Program production.

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Cruger Radio Productions

5800 Carlton Way, Hollywood, Calif. Phone, HEmpstead 8254. General Manager, Paul Cruger; Art Director, Tilman Goodan; Radio Director, Cosmo Morgan; Writers, Fred Earnshaw, Nell Whitfield. SERVICES OFFERED: Program surveys and checks, production of live-talent and transcribed programs, air checks, auditions, recording.

•

Patrick Michael Cunning Productions

(Stage 8 of Hollywood & San Francisco)

6530 Sunset Boulevard, Hollywood, Calif. Phone, HIllside 5915. In-Charge-of-Production, Patrick M. Cunning; Assistant to Producer, Marcia Drake; Associate On Production, Armand Piaggi; Executive Assistant, Josephine Steele; Television Directors, Dorothy Vonic, Eve Lynne; Director, Jerome Storms. SAN FRANCISCO OFFICE: Fairmont Hotel. Phone, Douglas 8800. SERVICES OFFERED: Production of motion pictures and radio and television program, transcriptions.

•

Damon Transcription Laboratory & Sound Service

1221 Baltimore Ave., Kansas City, Mo. Phone, Victor 2585. Owner, Victor Damon. SERVICES OFFERED: Studio and portable transcribing (masters for processing and all types of instantaneous), air-checks, program and announcement production.

•

Alfred Dixon Speech Systems, Inc.

424 Madison Ave., New York, N. Y. Phone, PLaza 8-1246. President, Alfred Dixon; Head of Speech Laboratory, Mirijam Uhlman; Tone Correction, Paul Flood; Drama, Rowina Stevens; Publicity, H. Dixon. SERVICES OFFERED: Production, speech correction, teaching methods.

•

Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland. Production Manager, Stan Francis; Script Department, Rex Weyman. SERVICES OFFERED: Scripts, live talent productions, transcriptions and recordings, air checks.

•

Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. Recording Supervisor, Clifford C. McDonald. SERVICES OFFERED: Recording, program production.

•

Walter P. Downs

Dominion Square Bldg., Montreal, Que. Phone, Marquette 6368. General Manager, Walter P. Downs; Purchasing, R. F. Brown; Manager, Marion Hould. BRANCH OFFICES: 123 Braemar Ave., Toronto, Ont., Canada. Phone, HUdson 0333. Manager, E. J. Piggott;

6421 Yew St., Vancouver, B. C., Canada. Phone, Kerr 1209-Y. Manager, P. Peverley. Ste. 2 Stuart Court, Fawcett Ave., Winnipeg, Man., Canada. Phone, 48422. Manager, B. L. McGibbon. SERVICES OFFERED: Custom-built transcriptions, production, recording, direct wire service for auditions.

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Harry S. Dube

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-7035. Manager, J. Knight. SERVICES OFFERED: Scripts, production, talent.

•

Earnshaw Radio Productions (Earnshaw-Young, Inc.)

1677 N. St. Andrews Place, Hollywood, Calif. Phone, GLadstone 2555. President, Harry A. Earnshaw; Vice-President, Fenton Earnshaw; Secretary-Treasurer & General Sales Manager, H. Lewis Earnshaw. REPRESENTATIVES: Charles Michelson, 67 West 44th St., New York, N. Y. SERVICES OFFERED: Transcribed programs, script serial programs.

East Texas State Teachers College

Commerce, Texas. W. W. Freeman, Maude Webster, Roy Johnson. SERVICES OFFERED: Recordings and scripts for educational purposes.

•

Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, HIllside 8351. President, C. R. Douglass; Vice-President, C. R. Alford; Secretary-Treasurer, Alva E. Alford; Comptroller, J. Nichols. SERVICES OFFERED: Transcriptions, air-checks, program production, transcription library.

•

W. M. Ellsworth

75 East Wacker Drive, Chicago, Ill. Phone, Central 0942. President, W. M. Ellsworth. SERVICES OFFERED: Custom transcriptions, radio programs, script shows, talent.

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14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, John H. Q'Part; Vice-President, George W. Halnan. SERVICES OFFERED: Syndicate transcriptions, library service, custom recording and production.

•

Fadiman Associates, Ltd.

1501 Broadway, New York, N. Y. Phone, LAckawanna 4-3544. President, Edwin Fadiman; Vice-President, Clifton Fadiman; Treasurer, William Fadiman. SERVICES OFFERED: Program production.

•

Falash Productions

457 West 57th St., New York, N. Y. Phone, COlumbus 5-1348 and 5-8450. Co-Partners, Helen Clement, Gene Falconi; Office Manager, Louise Siesti. SERVICES OFFERED: Foreign language program production, specializing in Italian, Jewish, Polish and Spanish for South America; scripts and continuity; recording; talent.

•

Fanchon & Marco

(F & M Stageshows, Inc.)

50 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-5630. Radio Director, Samuel Shayon. SERVICES OFFERED: Production, talent.

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Feature Bureau

50 East 42nd St., New York, N. Y. Phone, MUrray Hill 2-9086. Editor, Marion Cahn; Managing Editor, Bert Nevins. SERVICES OFFERED: Scripts, production (women's programs).

•

Film Associates Co.

429 Ridgewood Drive, Dayton, Ohio. Phone, Walnut 4641. Owner-Technician, E. Ray Arn; Chief Engineer, Jerry Swank; Assistant Engineer, Jack Hodgkinson; Office Manager, R. E. Kelly. SERVICES OFFERED: Transcriptions, off-the-air checks, slide film recordings, special purpose sound effects recording, location recording, sound film recording.

•

Five-Minute Features

219 Miners Bank Bldg., Joplin, Mo. Director, H. D. Robards; Assistant Director, Howard H. Bell; Secretary, M. A. Smith. SERVICES OFFERED: Program production for specialized businesses.

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Paul M. Frailey Productions

123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. Owner, Paul M. Frailey; Production supervisor, Jason Johnson; Office Manager, M. L. Sanderson. SERVICES OFFERED: Scripts, program production, transcriptions.

•

Frontenac Broadcasting Co.

394 Bay St., Toronto, Ont. Phone, Elgin 4553. Vice-President, G. J. Carter; Sales Manager, A. R. Robertson. REPRESENTATIVE: Harry S. Goodman, 19 East 53rd St., New York, N. Y. SERVICES OFFERED: Program production, sales of air time, transcriptions.

•

Allen A. Funt Radio Productions

52 Vanderbilt Ave., New York, N. Y. Phone, MUrray Hill 4-6148. President, Allen A. Funt; Vice-President, Dorothy Funt. SERVICES OFFERED: Syndicated programs, program production.

•

General Amusement Corp.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-7550. In-Charge-of-Radio, Frank Cooper. BRANCH OFFICES: 9028 Sunset Blvd., Hollywood. Calif. Phone, Crestview 1-8101. Executive-in-Charge, Ralph Wonders; 360 N. Michigan Ave., Chicago, Ill. Phone, State 6288. Executive-in-Charge, Art Weems. SERVICES OFFERED: Program production, package shows, artists' representative.

•

General Broadcasting System

Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. President, Donald C. Jones; Production Manager, Robert Haviland. BRANCH OFFICE: 518 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. Manager, Donald C. Jones. SERVICES OFFERED: Custom-built transcriptions. production, script, recording talent, off-the-wire and off-the-air recordings.

General Sound Corp.

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. President, E. V. Brinckerhoff; Vice-President, D. Vanston. REPRESENTATIVES: Robert J. Coar, 1124 Vermont Ave., Washington, D. C. Phone, Republic 1984; L. S. Toogood, 221 N. La Salle St., Chicago, Ill. Phone, Central 5275. SERVICES OFFERED: Recording service, program producing, script service, phonograph records, talent and production service in foreign-language and domestic programs, portable network in 65 cities.

•

William Gernannt

521 Fifth Ave., New York, N. Y. Phone, VAnderbilt 6-1750. SERVICES OFFERED: Package shows.

•

Ghostwriters Bureau

17 East 49th St., New York, N. Y. Phone, WIckersham 2-8996. Director, Fred E. Baer. SERVICES OFFERED· Writing of speeches, trade journal and general magazine articles, pamphlets and all forms of commercial literature.

John Gibbs & Co.

9 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-6402. Owner, John Gibbs; Director, Axel Gruenberg; Casting Director, Betty Connor. BRANCH OFFICE: 110 E. Huron St., Chicago, Ill. Fred Weihe. SERVICES OFFERED: Program production, scripts.

•

Arthur M. Godfrey Productions

808 Earle Bldg., Washington, D. C. Phone, Metropolitan 3200. Owner, Arthur M. Godfrey; Secretary, M. Richardson. SERVICES OFFERED: Program production.

•

Harry S. Goodman Radio Productions

19 East 53rd St., New York, N. Y. Phone, WI. 2-3338. Owner, Harry S. Goodman BRANCH OFFICES: American National Bank Bldg., Chicago, Ill.; 206 S. Spring St., Los Angeles, Calif. SERVICES OFFERED: Custom-built radio programs; syndicated transcriptions; spot announcement production.

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355 S. Broadway, Los Angeles, Calif. Phone, Ma. 8620. Producer, Edgar Gordon. SERVICES OFFERED: Program production, English, Spanish, Hungarian and German language.

•

Gordoni Radio Productions

Hotel Crillon, 1258 S. Michigan Blvd., Chicago, Ill. Phone, CAlumet 6700-1370. Owner-Manager, Lillian Gordoni: Musical Director, Gwynne Kinsley; Voice Coach, Grace Ingram; Dramatic Coach Lucille Lewis. REPRESENTATIVE· Juliet Heath, 203 West 49th St., New York, N. Y. SERVICES OFFERED: Program production, scripts, radio and television training, talent, recording auditions.

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Jean V. Grombach, Inc.

(Business suspended for the duration of the war).

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Grombach Productions, Inc.

(Business suspended for the duration of the war).

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Melchor Guzman Co., Inc.

9 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-2450. Manager, A. M. Martinez. SERVICES OFFERED: Program production, script library (for use in South American radio stations).

•

Leland Hayward, Inc.

444 Madison Ave., New York, N. Y Phone, ELdorado 5-4100. Radio Director. Lawrence White. BRANCH OFFICE: Hayward-Deverich, Inc., 9200 Wilshire Blvd., Beverly Hills, Calif. Phone, Crestview 1-5151. Radio Director, Barron Polan. SERVICES OFFERED: Program production.

•

George Heid Productions

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. Owner, George Heid; Recording Engineer, Gene Romer: Musical Director, Max Adkins. SERVICES OFFERED: Program production, continuity, recording, transcriptions transcribed spot announcement production, air checks.

Hispano Broadcasting Co.

105 E. First St., Los Angeles, Calif. Phone, MIchigan 4433. Manager, Tony Sein. SERVICES OFFERED: Spanish program production.

•

Barbara Hodson Productions

5907 Carlton Way, Hollywood, Calif Phone, Gladstone 7843. President, Barbara Hodson; General Manager, Frederic H. Messiter; Sales Manager, Charlotte Oathout; Director-Producer, Herbert Lyton. SERVICES OFFERED: Production of live-talent and transcribed programs, talent.

•

William F. Holland Agency

Hotel Sinton, Cincinnati, Ohio. Phone Main 3450. Owner, William F. Holland: Research, J. Dickerson; Publicity, W. Covell; Production, Ed Fee; Statistician John Brown; Copy Chief, Donald Lyons: Art Director, B. Bankhardt; Office Manager, D. E. Holland; Merchandising, C Schuck. SERVICES OFFERED: Program production, transcriptions.

•

Hollywood Transcript Co.

1625 Sunset Blvd., Hollywood, Calif Owner, Daniel O'Brien. SERVICES OFFERED: Recording, program production

•

Estella H. Karn

56 West 45th St., New York, N. Y Phone, VAnderbilt 6-3860. SERVICES OFFERED: Program production.

•

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper; Treasurer and Director of Commercial Dept., Aaron S. Bloom; Recording Manager, E. N. Buzzell; Scripts-Production, Robert W. Graham, Florence Fisher· Musical Director, William Wirges. SERVICES OFFERED: Custom-built live-talent and transcribed programs, syndicated transcriptions, studio recordings airchecks, program production scripts talent.

Jesse L. Kaufman, Inc.

1841 Broadway, New York, N. Y. Phone, COlumbus 5-2050. President Jesse L. Kaufman. SERVICES OFFERED: Program production.

•

Kent-Johnson, Inc.

34 West 53rd St., New York, N. Y. Phone, PLaza 3-7246. President, Alan Kent; Executive Vice-President, Austen Croom-Johnson. SERVICES OFFERED: Program and spot announcement production, program consultants.

•

Kermit-Raymond Corporation

745 Fifth Ave., New York, N. Y. Phone, ELdorado 5-5511. President-Treasurer, William J. McCambridge Vice-President & General Manager, Raymond R. Green; Sales Manager, Scrappy Lambert. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, Bulkley Bldg., Cleveland, Ohio; Theodore Segall, 544 Market St., Los Angeles, Calif.; John E. Allen, Inc., Rochester, N. Y. SERVICES OFFERED: Production of live and transcribed program shows, scripts.

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Bob Kerr

30 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-8051. SERVICES OFFERED: Program production, talent promotion.

•

King-Trendle Broadcasting Corp.

1700 Stroh Bldg., Detroit, Mich. Phone, Cherry 8321. President-Treasurer, George W. Trendle; General Manager-Secretary, H. Allen Campbell; Assistant Commercial Manager, James G. Riddell; Advertising-Sales Promotion-Publicity Mana-

AIR FEATURES, Inc.

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ger, Lambert B. Beeuwkes; Traffic Manager, Irene Donnelly. REPRESENTATIVE: Paul H. Raymer Co. SERVICES OFFERED: Program production.

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Landau Broadcasting Service

270 Broadway, New York, N. Y. Phone, REctor 2-5341. Program Director, Herman Younglieb. SERVICES OFFERED: Original foreign-language programs and production, talent.

•

Langlois & Wentworth, Inc.

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. President, C. O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical. Facilities for writing, casting and production.

•

Phillips H. Lord, Inc.

501 Madison Ave., New York, N. Y. Phone, WIckersham 2-2211. President, Phillips H. Lord; Secretary-General Manager, Dorothy E. Levy. SERVICES OFFERED: Production of live talent programs.

•

Estelle Lutz Artists Bureau

410 South Michigan Ave., Chicago, Ill. Phone, Harrison 3435. Owner-Manager, Estelle A. Lutz. SERVICES OFFERED: Scripts, live talent, musical and dramatic productions.

•

C. P. MacGregor

729 So. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor; Treasurer, Paul Quan. SERVICES OFFERED: Transcription library productions; dramatic and musical custom-built programs; recording studios.

•

Ted MacMurray

333 N. Michigan Ave., Chicago, Ill. Phone, Central 7980. SERVICES OFFERED: Program production.

•

Hal R. Makelim Productions

360 N. Michigan Ave., Chicago, Ill. Phone, State 3472. President, Hal R. Makelim. SERVICES OFFERED: Package shows, program production, transcriptions, spot announcement production.

•

Management Corp. of America

745 Fifth Ave., New York, N. Y. Phone, WIckersham 2-8900. Executive Vice-President, Herbert I. Rosenthal; Vice-President, Jack Bertell. SERVICES OFFERED: Program production, package shows.

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Masons United Advertising Agency, Ltd.

14 McCaul St., Toronto, Ont. Phone, Adelaide 5112. President, John H. Part. SERVICES OFFERED: Electrical transcriptions, phonograph recordings.

•

Alexander McQueen

185 East Chestnut St., Chicago, Ill. Phone, Superior 9139. Manager, Alexander McQueen; Secretary-Script Writer, E. R. Junge. SERVICES OFFERED: Program productions, scripts, research, spot announcements.

•

Mercury Recording Studios

232 E. Erie St., Chicago, Ill. Phone, DELaware 4786. Owner, Jack D. Brinkley; Chief Engineer, Lee Stremlau; Office Manager, Maxine Merchant. SERVICES OFFERED: Transcriptions, recordings, program production.

•

Fred C. Mertens & Associates

849 South Gramercy Drive, Los Angeles, Calif. Phone, Drexel 9031. President, Fred C. Mertens; Program Department, Al F. Williams; Script Department, Sparks Strueger; Sales, Stuart S. Shackelton, Burton Bunch, Kenneth M. Foote; ecretary, C. Oroczo. SERVICES OFFERED: Program production, transcriptions.

•

Metro Artists Bureau

1650 Broadway, New York, N. Y. Phone, CIrcle 7-2829. Director, Ted Nelson. SERVICES OFFERED: Program production, scripts, transcription and live-talent package shows.

Metropolitan Broadcasting Service Limited

21 Dundas Square, Toronto, Ont., Canada. Phone, Adelaide 0181. President, Ken Soble; Manager, Doc Lindsey; Sales Manager, Tom Darling; Secretary, Jean Holt; Production-Program Director, Harvey Dobbs; Chief Engineer, Harold Everett. BRANCH OFFICE: 813-A Drummond Bldg., Montreal, Que., Canada. Phone, Harbour 5838. Manager, Frank Starr. SERVICES OFFERED: Program production, scripts, direction, recorded programs, talent.

•

Charles Michelson Radio Transcriptions

67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. President, Charles Michelson; General Manager, A. Michelson. REPRESENTATIVES: 1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Manager, Philip Johnson; South First & Second Sts., Richmond, Ind. Phone, 1117. Manager, Ryland Jones. SERVICES OFFERED: Transcribed program representative, sound effect record library, distributor of transcribed programs ("The Shadow, Gennett-Speedy-Q sound effects records, Earnshaw Radio Productions, Walter Biddick Co., Radio Transcriptions Co. of America, Transcription Record Albums Co.).

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Michelson & Sternberg, Inc.

116 Broad St., New York, N. Y. Phone, BOwling Green 9-8925. President-Secretary, Aaron Michelson; Vice-President, Charles Michelson; Assistant Treasurer, Martin Diamond. SERVICES OFFERED: Exporters of transcription programs and sound effect records.

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Microphone Playhouse

151 North Craig St., Pittsburgh, Pa. Phone, Schenley 2221. Director, Marjory Stewart; Assistant Director, Hully McFarland; Executive Secretary, Edith R. Russell; Secretary, Helen Maher; Sound Technician, George Meyer. SERVICES OFFERED: Program production.

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Raymond R. Morgan Co.

6362 Hollywood Blvd., Hollywood, Cal. Phone, Hempstead 4194. President, Raymond R. Morgan; Manager, R. E. Messer. SERVICES OFFERED: Program production.

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William Morris Agency, Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-2160. Executive-in-Charge of Radio, William B. Murray. BRANCH OFFICES: 203 N. Wabash Ave., Chicago, Ill. Phone, State 3632. Executive-in-Charge, Wallace Jordan; 202 N. Canon Drive, Beverly Hills, Calif. Phone, Crestview 1-6161. Executive-in-Charge, George Gruskin, Keith Bldg., Cleveland, Ohio. Phone, Main 1525. Executive-In-Charge, Pat Lombard. SERVICES OFFERED: Production of package shows.

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Motion Picture Productions, Inc.

(General Broadcasting System, Inc.)

620 West Superior Ave., Cleveland, Ohio. Phone, Prospect 4900. President-Treasurer, Donald C. Jones; Production Manager, Robert Haviland; Sound Engineer, Robert Arbogast; Editorial, J. E. Crockett; Training Director, Dr. R. E. Palmer. BRANCH OFFICES: General Broadcasting System, Inc., 518 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400; 1025 Connecticut Ave., N. W., Washington, D. C. Phone, National 2266. SERVICES OFFERED: Program production, mobile and studio recording.

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Music Corporation of America

745 Fifth Ave., New York, N. Y. Phone, WIckersham 2-8900. Executive Vice-President, William R. Goodheart, Jr.; Vice-President, David A. Werblin; Vice-President, Charles Miller; Vice-President-Radio Director, Harold Hackett. BRANCH OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Manager, Maurie Lipsey; MCA Square, Beverly Hills, Calif. Phone, Bradshaw 23211. President, J. C. Stein; Manager, Taft Schreiber; Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010. Manager, DeArv G. Barton; Tower Petroleum Bldg., Dallas, Texas. Phone 2-1448. Manager, Norman Steppe. SERVICES OFFERED: Production, package shows, talent.

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Music Maker Productions

154 E. Erie St., Chicago, Ill. Phone, Delaware 5686. Owner, Wendell Hall. SERVICES OFFERED: Production of one-minute musical spot programs.

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Muzak Transcriptions, Inc.

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. Chairman of Board, C. M. Finney; President, K. R. Smith; Vice-President and Treasurer, John R. Andrus. SERVICES OFFERED: Vertical and lateral recordings, off-the-line recordings, air checks, reference or audition recordings, recording service for advertisers and agencies, custom-built recordings, transcription library, pressing and processing, program consultants, production, scripts, talent.

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E. K. Nadel

1600 Broadway, New York, N. Y. Phone, CIrcle 6-8861. General Manager, E. K. Nadel; Assistant Manager, Tom Kirby; Art Department Manager, Frank Smith; Treasurer, Marian Mack. SERVICES OFFERED: Program production.

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National Broadcasters & Entertainers

Hotel Washington, Indianapolis, Ind. Phone, Market 2541. Director, Kay Keiser; Radio Director, Charles Harrington; Musical Director, Sue Wenning; Secretary, Catherine Berfanger. SERVICES OFFERED: Program production, scripts, talent.

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National Concert & Artists Corp.

711 Fifth Ave., New York, N. Y. Phone, PLaza 3-0820. President, A. H.

Morton; Vice-President, O. O. Bottorff; Vice-President, Marks Levine; Vice-President, Daniel S. Tuthill; Vice-President, Victor B. Brown; Vice-President, Charles B. Smith; Secretary-Treasurer, Samuel L. Ross. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 4042. Vice-President, Victor B. Brown; Sunset at Doheny, Los Angeles, Calif. Crestview 1-7121. Vice-President, Charles B. Smith; 111 Sutter St., San Francisco, Calif. Executive-In-Charge, Larry Allen. SERVICES OFFERED: Program production, talent management.

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National Radio Advertising Agency

4005 Mary Ellen Ave., North Hollywood, Calif. Phone, State 4-4813. President, D. D. Crawford; Vice-President, J. D. Crawford. SERVICES OFFERED: Producers and distributors of transcribed programs.

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National Recording Co.

351 West 42nd St., New York, N. Y. Phone, CIrcle 6-0700. Manager, Ben Greene. SERVICES OFFERED: Program production, recording.

•

Nationalities Broadcasting Association, Inc.

512 Carnegie Hall, 1220 Huron Rd., Cleveland, Ohio. Phone, Main 4057. President, J. M. Lewandowski; Executive Secretary-Treasurer, Frederick C. Wolf; Chairman of the Board of Directors, J. Antoncic. SERVICES OFFERED: Production of foreign-language and English programs and spot announcements.

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NBC Radio-Recording Division

Radio City, New York, N. Y. Phone, CIrcle 7-8300. Vice-President, C. Lloyd Egner; Eastern Sales Manager, Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Program Manager, Reginald Thomas; Office Manager, Henry P. Hayes. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chiz-

READ EVERY WORD OF THIS, MR. RADIO EXEC.

Read it and reap...

SAN FRANCISCO CHRONICLE

'We Owe You': Radio and Theater Join Hands With Great Success

By JOHN HOBART

"If you can't lick 'em, join 'em."

That is a theory that has worked before, and it is now being applied to the most serious problem of the entertainment industry. Radio and movies, embattled enemies for years, are at last to be reconciled in a project that will rescue at least 40 per cent of the Nation's movie houses from potential bankruptcy.

The scheme, created in the fertile mind of Gene Towne, the noted writer and film producer, was put to its first practical test Thursday night, when the "We Owe You" radio-movie presentation was previewed in three Bay Region theaters—the Manor Theater in San Mateo and the New Mission and Avenue Theaters in San Francisco.

A ROARING SUCCESS

The preview, which had Don Wilson, Jack Benny's announcer, officiating in San Mateo, was pronounced a roaring success. There will be more previews in other parts of the country, and within a few weeks the "We Owe You" idea will be launched on a Nation-wide scale, reaching into 1200 different theaters and, incidentally, providing movie customers with a brand-new form of entertainment.

The "We Owe You" idea combines the best features of "Hellzapoppin," Amateur Nite, radio's quiz programs, the Irish Sweepstakes and Bank Night

WHAT IT MEANS

The basic principle of "We Owe You" is to make the radio listener, sitting at home, feel that he is missing a lot of fun and excitement, so that the next time there's a "We Owe You" night he'll hurry off to his neighborhood theater, see a couple of movies, participate in the broadcast and earn some dough. It's a sound basic principle, as nobody enjoys feeling left out of things.

And it will mean saving the vast number of smaller movie houses throughout the country.

The only original "WE OWE YOU" presentation. Fully copyrighted.

Watch for more details . . . soon!

zini; Sunset and Vine St., Hollywood, Calif. Phone, Hollywood 6161. Manager, Robert F. Schuetz; Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, E. William Young. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthacoustic transcriptions.

•

New England Cupboard

448 Statler Bldg., Boston, Mass. Phone, HANcock 4460. Director, Connie Stackpole. SERVICES OFFERED: Production of women's programs, scripts.

•

Lilian Okun, Inc.

2 West 67th St., New York, N. Y. Phone, TRafalgar 7-8916. President-Manager, Lilian Okun. SERVICES OFFERED: Program production, live and transcribed, talent, package programs, scripts.

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Pan American Broadcasting Co.

330 Madison Ave., New York, N. Y. Phone, MUrray Hill 2-0811. Manager, E. Bernald. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. SERVICES OFFERED: Transcriptions, program production, script service, talent bookings for Latin American and export fields.

•

Jack Parker & Associates

6605 Hollywood Blvd., Hollywood, Calif. hone, Granite 7584. President, Jack Parker; Station Relations Manager, Betty Underwood; Script Editor, Ray Bond; Music Editor, Harold Graham; Associate Producer, Ray Van Niebroc; Musical Director, Irving Steinel. SERVICES OFFERED: Program production, scripts, music direction, live-talent and transcribed programs.

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James Parks Company

333 N. Michigan Ave., Chicago, Ill. Phone, Central 7980. Owner, James Parks; Office Manager, Carol Bowers. AFFILIATE: A. & S. Lyons, Inc., 515 Madison Ave., New York, N. Y. and 356 North Camden Drive, Beverly Hills, Calif. SERVICES OFFERED: Program production, artists' representative.

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Leo J. Paulin & Associates

1627 "K" Street, N.W., Washington, D. C. Phone, National 9349. SERVICES OFFERED: Program ideas, production, scripts.

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Peterson Radio Productions

1457 Broadway, New York, N. Y. Phone, WIsconsin 7-0069. Producer-Director, Donald Peterson; Script Writers, Constance Roy, Faith Ellen Smith; Engineer, M. P. Fruchty. SERVICES OFFERED: Production of religious programs, recording.

•

Photo & Sound, Inc.

153 Kearny St., San Francisco, Calif. Phone, EXbrook 2103. President, Bartlett Heard; Vice-President, Melvin S. Jacobus; Production Manager, John M. Wolfe. SERVICES OFFERED: Producers of transcription slide films and motion pictures, electrical transcriptions, spot announcement and program production, scripts, air and line checks.

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The Pittsburgh Star

904 Webster Ave., Pittsburgh, Pa. Phone, Court 3797. Director, Antonio Certo; Director of English Programs, Dr. Rocco Certo; Musical Director, Salvatore Certo. SERVICES OFFERED: Program production and direction (Italian and English).

•

Polish Broadcasting Bureau

754 Fillmore Ave., Buffalo, N. Y. Phone, Cleveland 6876. Owner, Joseph F. Mikolajczak; Secretary, Dorothy Mikolajczak. SERVICES OFFERED: Program production (Polish).

•

Premier Radio Enterprises Inc.

1218 Olive St., St. Louis, Mo. Phone, Garfield 3395. President, H. S. Somson; Vice-President, Wilson Dalzell; Secretary, Jerome M. Yawitz. SERVICES OFFERED: Producing and recording of custom-built transcriptions, phonograph records, national and regional broadcasts, wax and film recording, sales presentations.

George Logan Price, Inc.

947 South Normandie Ave., Los Angeles, Calif. Phone, FEderal 7372. President, G. L. Price. SERVICES OFFERED: Transcribed programs, program production, transcription library, scripts and continuity.

•

Rai Purdy Productions

37 Bloor St., West, Toronto, Ont., Canada. President, Rai J. Purdy; Writer, Ernest W. Edge; Associate Producer, Robert L. Simpson. SERVICES OFFERED: Program production.

•

Radio Centre Limited

74 Wellington St., West Toronto. Ont.. Canada. Phone, Waverly 2036. General Manager, D. Spencer Grow; Vice-President, Stewart L. Grow; Transcription Supervisor, Frances Morrison. BRANCH OFFICE: 127 Seventh Ave., East, Calgary, Alberta, Canada. Phone, Main 5204. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Syndicated transcriptions.

TYRO
PRODUCTIONS
INC.

Radio Events, Inc.

535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3487. President, Joseph M. Koehler. SERVICES OFFERED: Production, scripts, casting.

•

Radio Features of America

37 West 46th St., New York, N. Y. Phone, BRyant 9-9622. Executive Director, Alma Sandra Munsell; Director of Programs and Production, Oliver W. Nicoll. SERVICES OFFERED: Program production and consultation, package live shows, syndicated transcriptions, scripts, talent.

•

Radio-Field

19 West 44th St., New York, N. Y. Phone, VAnderbilt 6-2372. Producer, Rudolph Field; Associate Producer, Judith Allen. SERVICES OFFERED: Program production, serialized transcriptions.

•

Radio Producers of Hollywood

930 N. Western Ave., Hollywood, Calif. Phone, HOllywood 6506. OWNER: Lou R. Winston. SERVICES OFFERED: Transcribed feature programs.

•

Radio Programme Producers

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette 1182. Producers, Gabriel L'Anglais, Simon L'Anglais; Associate Producers, Paul L'Anglais, Ivan F. Tyler; Secretary-Treasurer, Roger Gauvin. BRANCH OFFICE: Hotel Statler, Buffalo, N. Y. Producer, Gilbert Wall. SERVICES OFFERED: Program production, recording.

•

Radio Results

8641 Escanaba Ave., Chicago, Ill. Phone, South Chicago 5374. President, Z. George Jaworowski; Secretary, Adele Walton. SERVICES OFFERED: Program production (foreign language), scripts, translations.

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Radio Subsidiaries

Hotel Schenley, Pittsburgh, Pa. Phone, Mayflower 6400, Schenley 4055. President, William G. Beal; Vice-President & Treasurer, William R. Cullinson. SER-

VICES OFFERED: Program and spot announcement production, transcribed programs, scripts, talent.

•

Religious News Service

381 Fourth Ave., New York, N. Y. Phone, MUrray Hill 3-8246. Managing Editor, Louis Minsky; News Editor, George Dugan; Catholic Editor, Thomas F. Doyle. SERVICES OFFERED: Production of weekly religious news scripts.

•

Resnik-Miller-England, Inc.

152 Temple St., New Haven, Conn. Phone, New Haven 7-0241. President, James W. Miller; Secretary-Treasurer, Harry D. Resnik; Program Director, Hope Norman; Office Manager, R. S. Shafer. BRANCH OFFICES: 904 Main St., Hartford, Conn. Phone, Hartford 5-1576. Manager, J. C. Miner; 232 Taber Ave., Providence, R. I. Phone, Plantations 6784. Manager, Bettina Jones; 77 Summerhill Ave., Worcester, Mass. Phone, Worcester 6-0223. Manager, Isabelle Whitaker; 108 Arden Drive, Syracuse, N. Y. Phone, Syracuse 4-7902. Manager, Roy W. Andrews. SERVICES OFFERED: Production of a local participating ("Community Hostess") program.

•

Robinson Recording Laboratories

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. Owner, W. P. Robinson; Assistants, Parker Huff, Van Levis. SERVICES OFFERED: Electrical transcriptions, standard phonograph records, dramatized spot announcements, casting, scripts, production.

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Rockhill Radio, Inc.

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. President, Stanley J. Wolf; Vice-President, Arthur W. Alsberg; Studio Manager-Chief Engineer, "Wally" Wolsky; Office Manager, Janet Taylor. REPRESENTATIVES: Dave Pinchot, Chicago, Ill.; Paul Adler, 6305 Yucca St., Hollywood, Calif. SERVICES OFFERED: Production, syndicated programs, transcription and recording service, script service.

•

The Rocky Mountain Radio Council

21 East 18th Ave., Denver, Colo. Phone, Keystone 5306. Director, Robert B. Hudson; Production Director, Jack Weir Lewis; Engineer, Vern Curnow; Assistant Engineer, Robert Fitzmorris; Secretary, Nancy Reid. SERVICES OFFERED: Production of public service programs in Colorado and Wyoming. This organization works in coperation with its member agencies, consisting of education and civic organizations, colleges, public school systems, etc.

•

Saltimieras Radio Advertisers

6912 South Western Ave., Chicago, Ill. Phone, Prospect 4050. Program Producer, Paul B. Saltimieras; Musical Director, Joseph Sauris; Music Librarian, Florence Balsis; Business Manager, Julia Saliner. SERVICES OFFERED: Program production (foreign language).

•

Joseph C. Schramm Studios

4000 Canal St., New Orleans, La. Phone, Galvez 5914. Owner, Joseph C. Schramm; Supervisor, Josephine Martinez. SERVICES OFFERED: Program production, recording, transcriptions.

•

Bernard L. Schubert, Inc.

501 Madison Ave., New York, N. Y. Phone, PLaza 8-0771. President, Bernard L. Schubert; Production Director, Jay Hanna; Secretary, Stella Blumenthal. SERVICES OFFERED: Program production, talent representation.

•

Sellers, Inc.

912 Commerce St., Dallas, Texas. Phone, C-5978. President, J. E. Sellers. SERVICES OFFERED: Program production, recordings, transcriptions.

•

Service Programs

535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3489. General Manager, Gladys Miller. SERVICES OFFERED: Scripts, promotion, programming, production, merchandising.

•

Edward Sloman Productions

8782 Sunset Blvd., Hollywood, Calif. Phone, CRestview 1-2242. Producer-Director, Edward Sloman; Writer, Maurice

Zimm; Musical Director, Paul Sawtell; Secretary, Cherie Redmond. SERVICES OFFERED: Syndicated programs and transcriptions, custom-built programs.

•

J. Hall Smith Recording Studios

312 Madison Theatre Bldg., Detroit, Mich. Phone, Cherry 6550. Owner-Manager, J. Hall Smith; Scripts, Douglas Wright; Sales Representative, W. S. Tygard; Office Manager, H. L. Theodore. SERVICES OFFERED: Scripts, transcriptions, records, portable recordings, program production, line and air checking.

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Sound Studios, Incorporated

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. President, Robert J. Coar; Vice-President, Helen B. Coar; Research Advisor, Bayard Keough; Sales Manager, Steve Carpenter; Office Manager, Madeline Mayer. SALES REPRESENTATIVES: Muzak Transcriptions, Inc., 151 West 46th St., New York, N. Y. Phone, BRyant 9-1246. Vice-President, K. R. Smith; General Sound Corp., 29 West 57th St., New York, N. Y. Phone, PLaza 0-3015. President, E. V. Brinckerhoff. SERVICES OFFERED: Transcriptions, program production.

•

Henry Souvaine, Inc.

30 Rockefeller Plaza, New York, N. Y. CIrcle 7-5666. General Manager, David Hale Halpern; Business Executives, Henry Souvaine, Max Chopnick, Archibald U. Braunfeld, Geraldine Souvaine, Harry W. Hoff, Jr., Leonard Sillman; Producers, Henry Souvaine, David Hale Halpern, Mary Louise Anglin, Frank Phares, Harry W. Hoff, Jr.; Associated Director, Chick Vincent, Basil Longhrane, Don Bernard. SERVICES OFFERED: Package shows (live and transcribed), scripts, production, Public relations consultants.

•

Douglas F. Storer

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-1150. SERVICES OFFERED: Program production, talent.

•

Irving Strouse

151 W. 74th St., New York, N. Y. Phone, TRafalgar 7-4695. SERVICES OFFERED: Program production, scripts.

Telecast Productions, Inc.

30 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-6424. President, Myron Zobel; Secretary, E. A. Freeman; Treasurer, William S. Greene, Jr. SERVICES OFFERED: Package shows for radio and television.

•

Transamerican Broadcasting & Television Corp.

1 East 54th St., New York, N. Y. Phone, PLaza 5-9800. President, John L. Clark; Executive Vice-President, E. J. Rosenberg. SERVICES OFFERED: Live and transcribed programs.

•

Transcribed Radio Shows

2 West 47th St., New York, N. Y. Phone, LOngacre 5-3440. President, M. E. Moore; Manager, E. Mack. SERVICES OFFERED: Custom-built shows, spot announcement production, listener participation transcribed programs.

•

Transtudio Corp.

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. Vice-President-Treasurer, James W. Gillis, Jr. SERVICES OFFERED: Transcribed radio programs, script programs, production, studio recordings, educational recordings, off-the-air checks.

•

Tyro Productions, Inc.

1697 Broadway, New York, N. Y. Phone, COlumbus 5-3737. SERVICES OFFERED: Program production.

•

United Radio Shows (United Press)

220 East 42nd St., New York, N. Y. Phone, MUrray Hill 2-0400. Manager, C. Edmonds Allen. SERVICES OFFERED: Production of news service, news scripts, news research and package news shows.

•

United States Recording Co.

1121 Vermont Ave., N. W., Washington, D. C. Phone, District 1640. General Manager, Joseph Tait; Business Manager, Rhoda Golden; Director of Sales & Production, Daniel C. Beattie; Chief Engineer, H. P. Meisinger; Recording Engineer, John J. Davis. SERVICES OFFERED: Recording and transcription service, script and production service, air checks.

Universal Radio Features Syndicate

260 Pearl St., Laguna Beach, Calif. Phone, 8981. Editor-Publisher, Tom E. Danson; Assistant to Editor, Evangeline Danson; Shop Superintendent, Andy Anderson. BRANCH OFFICES: R. McCormack, San Francisco, Ca.if.; Harry Brown, Sales Manager, Dallas, Texas; C. R. Hayes, Elgin, Ill. SERVICES OFFERED: Program production, syndicated radio log and radio-editor service.

•

Thomas J. Valentino, Inc.

1600 Broadway, New York, N. Y. Phone, CIrcle 6-4675. Production Manager, Thomas J. Valentino; Secretary-Treasurer, Elsie G. Valentine; Director, Paul F. Valentine. SERVICES OFFERED: Custom transcriptions, recordings on wax or film, sound effects library.

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Video & Sound Enterprises

202 Barker Bldg., Omaha, Nebr. General Manager, Franklin O. Pease. BRANCH OFFICE: 709 Fidelity Bldg., Kansas City, Mo. SERVICES OFFERED: Program production, script service.

•

Owen Vinson & Co.

360 N. Michigan Ave., Chicago, Ill. Phone, Central 6769. Producer-Director, Owen Vinson; Writers, Pauline Hopkins, Louis Scofield. SERVICES OFFERED: Production of package shows and custom-built programs.

•

J. Franklyn Viola & Co.

152 West 42nd St., New York, N. Y. Phone, CHickering 4-3254. Manager J. Franklyn Viola. SERVICES OFFERED: Scripts, production, specializing in foreign-language programs, transcriptions.

•

WADC Cleveland Studios

7100 Broadway, Cleveland, Ohio. Phone, Diamond 3010-0056. Partners, James J. Rattay and Paul Faut. SERVICES OFFERED: Production of foreign-language and English programs.

•

Carl Wester & Company

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 6922. President, Carl Wester. Writer, Irna Phillips. SERVICES OFFERED: Program production.

Roger White Radio Productions

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-4943. President, Roger White; Artists' Bureau, Marilyn Brandt. SERVICES OFFERED: Producing, writing, directing and publicizing radio productions.

•

Witte Radio Productions

4190 Third Ave., Los Angeles, Calif. Phone, Axminster 27235. Owner, Oscar Witte. SERVICES OFFERED: Program production, transcriptions.

•

Wolf Associates, Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-4885. General Manager, Ed Wolf; Production Manager-Casting Director, Jack Rubin; Radio Director, Chick Vincent; Sales Manager, Paul Ross. BRANCH OFFICE: 6912 Hollywood Blvd., Hollywood, Calif. Phone, GLadstone 6679. Manager, L. Wolfe Gilbert. SERVICES OFFERED: Production, talent.

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World Broadcasting System, Inc.

711 Fifth Ave., New York, N. Y. Phone, WIckersham 2-2100. President, P. L. Deutsch; Executive Vice-President, A. J. Kendrick; Secretary-Manager of Program Production, Charles Gaines; Station Relations Manager, A. E. Sambrook; Chief Engineer, Charles Lauda, Jr. BRANCH OFFICES: 301 East Erie St., Chicago, Ill. Phone, Superior 9114. Vice-President & Resident Manager, Read Wight; 1000 No. Seward St., Hollywood, Calif. Phone, HOllywood 6321. West Coast Manager, Pat Campbell; 1050 Howard St., San Francisco, Cal. Phone, Douglas 3310. Manager, C. C. Langevin; Wardman Park Hotel, Washington, D. C. Phone, Columbia 2000. Local Representative, Harold A. Lafount. SERVICES OFFERED: Custom-built transcriptions, processing, pressings, program ideas, production, scripts, talent, transcription program service library.

•

Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. President, Frederic W. Ziv; Vice-President, William Ziv; Vice-President, John L. Sinn; Secretary, M. R. Ziv. BRANCH OFFICE: 485 Madison Ave., New York, N. Y. Phone, PLaza 3-4147. Vice-President, John L. Sinn. SERVICES OFFERED: Live talent and transcribed programs.

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323 Walton Building, Atlanta, Ga. Phone, WAlnut 6714. Owner and Manager, P. C. Bangs. SERVICES OFFERED: Recording of transcriptions of all types from studio, station or network; off-the-air recordings for checking programs; audition recordings; sound engineering and public address equipment.

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Advertisers Recording Service, Inc.

113 West 57th St., New York, N. Y. Phone, CIrcle 6-0141. (For detailed information see listing under Program Producers).

•

All-Canada Radio Facilities Limited

305 Victory Bldg., Toronto, Ont., Canada. Phone, Elgin 2464. Manager, G. F. Herbert; R. E. McGuire, F. W. Cannon. BRANCH OFFICES: Southam Bldg., Calgary, Alberta, Canada. Phone, M-7691. President, H. R. Carson; 802 Electric Railway Chambers, Winnipeg, Manitoba, Canada. Phone 96-861. Manager, P. H. Gayner; 923 Dominion Square Bldg., Montreal, Que., Canada. Phone, Lancaster 6400. Manager, Burt Hall; 543 Seymour St., Vancouver, B. C., Canada. Phone, Marine 3344. J. E. Baldwin. SERVICES OFFERED: Transcriptions, representative for transcription companies and stations.

•

Allied Record Mfg. Co.

1041 N. Las Palmas Ave., Hollywood, Calif. Phone, Hollywood 5107. Louis I. Goldberg. Washington Representative: Jerry Mara; Phone, Executive 3792. SERVICES OFFERED: Processing and pressing of electrical transcriptions and phonograph records.

American Foundation For the Blind, Inc.

15 West 16th St., New York, N. Y. Phone, CHelsea 3-2821. Chief Engineer, J. O. Kleber. SERVICES OFFERED: Recording of long-playing phonograph records of books and plays.

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Arts Recording Studios & Recording Co.

29 West 57th St., New York, N. Y. Phone, PLaza 8-0407. (For detailed information see listing under Program Producers).

•

Asch Recording Studios

117 West 46th St., New York, N. Y. Phone, BRyant 9-3137. President, Moe Asch; Office Manager, M. Distler. SERVICES OFFERED: Off-the-air and off-the-line transcriptions, commercial records, transcriptions, recordings and production.

•

Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, BRyant 9-0845. President, C. M. Finney. SERVICES OFFERED: Transcriptions, library, production, recording processing and pressing (Muzak Transcriptions, Inc.), both lateral and vertical, scripts.

•

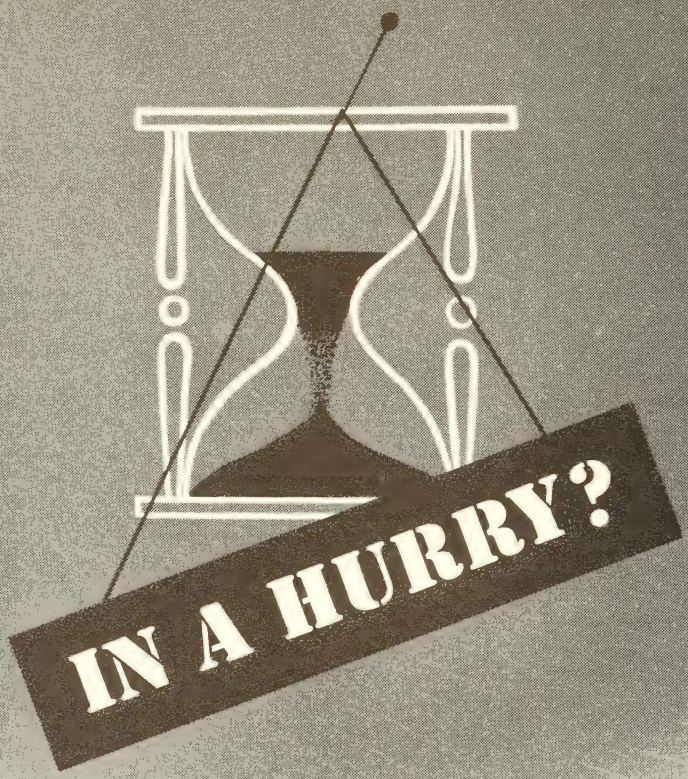
Associated Releases

1310 N. Formosa Ave., Hollywood, Calif. Phone, HIllside 0181. Script and transcription. (For detailed information see listing under Program Producers.)

•

Audio-Scriptions, Inc.

1619 Broadway, New York, N. Y. Phone, CIrcle 7-7690. Manager, Ezekiel Rabinowitz. SERVICES OFFERED: Recordings and electrical transcriptions at the studio and on-the-spot; library of voices.



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Bennett Downie Associates, Inc.

6677 Maryland Drive., Los Angeles, Calif. Phone, WHitney 5552. (For detailed information see listing under Program Producers).

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G. C. Bird & Associates

1745 N. Gramercy Place, Hollywood, Calif. Phone, HEmpstead 1753. (For detailed information see listing under Program Producers).

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Bost Records Co.

29 West 57th St., New York, N. Y. Phone, PLaza 3-8676. (For detailed information see listing under Program Producers).

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Richard Bradley & Associates

(Illinois Educational Sound Service)

20 North Wacker Drive, Chicago, Ill. Phone, Randolph 3549. (For detailed information see listing under Program Producers).

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Brinckerhoff Studios Productions, Inc.

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. (For detailed information see listing under Program Producers).

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Broadcast Productions

25 East Jackson Blvd., Chicago, Ill. Phone, Wabash 0711. (For detailed information see listing under Program Producers).

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Champion Recording Corporation

18 E. 50th St., New York, N. Y. Phone, ELdorado 5-1860. President Joy J. Pierri. SERVICES OFFERED: Electrical transcriptions, off-the-air recordings, portables and studio recording.

Chicago Recording Co.

221 N. La Salle St., Chicago, Ill. Phone, CEntral 5275. President, L. S. Toogood; Secretary, Jane Fogelsanger. SERVICES OFFERED: Manufacture of electrical transcriptions.

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Christensen Radio Services

306 S. Wabash Ave., Chicago, Ill. Phone, Webster 7795. (For detailed information see listing under Program Producers).

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Columbia Recording Corporation

(A Subsidiary of the Columbia Broadcasting System)

799 Seventh Ave., New York, N. Y. Phone, CIrcle 5-7300. President, Edward Wallerstein; General Manager, Transcription Department, Robert J. Clarkson; Advertising Manager, Patrick Dolan. BRANCH OFFICES: 6624 Romaine St., Hollywood, Calif. Phone, Granite 4134. Manager, Andrew J. Schrade; 410 N. Michigan Ave., Chicago, Ill. Phone, Whitehall 6000. Manager, Girard D. Ellis. SERVICES OFFERED: Recording, processing and manufacture of all types of electrical transcriptions; manufacture and distribution of Columbia and Okeh records.

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The Compo Company Limited

131 18th Ave., Lachine, Montreal, Canada. Phone, Dexter 0905. President, H. S. Berliner. SERVICES OFFERED: Processing and pressing of transcriptions from acetate masters.

•

Consolidated Sound Laboratories

2013 N. 63rd St., Philadelphia, Pa. Phone, TRinity 8213. Owner-Chief Engineer, Raymond Norton; Sales Manager, R. C. Shive; Production Manager, Harvey Lamb. SERVICES OFFERED: Recording, processing, manufacture of recording equipment.

•

Continental Engineering Co.

3613 N. Green Bay Ave., Milwaukee, Wisc. Phone, Concord 7300. President, K. W. Kennedy; Vice-President, A. F. Jurach; Secretary-Treasurer, A. Blankenheim. SERVICES OFFERED: Commercial recording, manufacture of public address systems and electronic devices.

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1221 Baltimore Ave., Kansas City, Mo. Phone, Victor 2585. (For detailed information see listing under Program Producers).

•

Decca Records, Inc.

50 West 57th St., New York, N. Y. Phone, COlumbus 5-2300. President, Jack Kapp; Executive Vice-President, E. F. Stevens, Jr.; Manager Transcription Division, Edward Strauss. BRANCH OFFICES: Boston, Buffalo, Richmond, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, Minneapolis, Charlotte, Newark, Syracuse, Jacksonville, Oklahoma City, Houston, Atlanta, Memphis, New Orleans, Dallas, Pittsburgh, Washington, Los Angeles, San Francisco, Seattle, Hartford, Brooklyn, Milwaukee, Denver, San Antonio, Birmingham. SERVICES OFFERED: Custom-built electrical transcription records.

•

Disco Recording Co., Inc.

Arcade Bldg., St. Louis, Mo. Phone, Chestnut 5937. President, Harry V. Cheshire; Chief Engineer, Gordon Sherman; General Manager, Bob Reichenbach; Secretary, Marie Sherman. SERVICES OFFERED: Production of programs and commercial announcements, studio recordings, portable recordings, off-the-line and off-the-air recordings, audition records, phonograph records.

•

Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland; Production Manager, Stan Francis; Script Department, Rex Weyman. SERVICES OFFERED: Scripts, live talent productions, transcriptions and recordings, air checks.

Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. (For detailed information see listing under Program Producers).

•

Walter P. Downs

Dominion Square Bldg., Montreal, Que. Phone, Marquette 6368. (For detailed information see listing under Program Producers).

•

Earnshaw Radio Productions (Earnshaw-Young, Inc.)

1677 N. St. Andrews Place, Hollywood, Calif. Phone, GLadstone 2555. (For detailed information see listing under Program Producers).

•

East Texas State Teachers College

Commerce, Texas. W. W. Freeman, Maude Webster, Roy Johnson. (For detailed information see listing under Program Producers).

•

Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, HIllside 8351. (For detailed information see listing under Program Producers).

•

Electro-Vox Recording Studios

5546 Melrose Ave., Hollywood, Calif. Phone, GLadstone 2189. Owner and Manager, Bert B. Gottschalk. SERVICES OFFERED: "Air-Chek" service; recordings, electrical transcriptions, phonograph records.

•

Empire Broadcasting Corporation

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. (For detailed information see listing under Program Producers).

•

Essex Broadcasters, Inc.

3300 Union Guardian Bldg., Detroit, Mich. Phone, Cadillac 6117. General Manager, J. E. Campeau; Chief Engi-

neer, George Funkey. SERVICES OFFERED: Airchecks, auditions, slide film sound, commercial transcriptions.

•

Exclusive Radio Features Company, Ltd.

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. (For detailed information see listing under Program Producers).

•

Federal Transcribed Programs, Inc.

101 Park Ave., New York, N. Y. Phone, CAledonia 5-7530. SERVICES OFFERED: Transcription service to order, off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

Film Associates Co.

429 Ridgewood Drive, Dayton, Ohio. Phone, WAlnut 4641. (For detailed information see listing under Program Producers).

•

Carl Fischer, Inc. Recording Studio

119 West 57th St., New York, N. Y. Phone, CIrcle 7-2965. Manager, Max Rittershausen; Studio Director, Rita Connally. SERVICES OFFERED: Transcriptions, off-the-air and studio recording, processing and pressing, studio facilities for location recording.

•

Paul M. Frailey Productions

123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. (For detailed information see listing under Program Producers).

Frankay & Jackson

48 West 48th St., New York, N. Y. Phone, LOngacre 5-0242. President-Chief Engineer, Frank Kay; Vice-President-General Manager, Harry Jackson; Secretary-Treasurer, Mimi Kay. SERVICES OFFERED: Transcription, off-the-air recordings, pressings, studio facilities.

•

General Broadcasting System

Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. (For detailed information see listing under Program Producers).

•

General Sound Corp.

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. (For detailed information see listing under Program Producers).

•

Harry S. Goodman Radio Productions

19 East 53rd St., New York, N. Y. Phone, WIckersham 2-3338. (For detailed information see listing under Program Producers).

•

Gordoni Radio Productions

Hotel Crillon, 1258 S. Michigan Blvd., Chicago, Ill. Phone, Calumet 6700-1370. (For detailed information see listing under Program Producers).

•

Donald C. Hallenbeck

562 Broadway, Albany, N. Y. Phone, 3-7724. Owner, Donald C. Hallenbeck; Vice-President, Elinor Lichtel. SERVICES OFFERED: Studio recordings, transcriptions, off-the-air recordings.

•

George Heid Productions

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. (For detailed information see listing under Program Producers).

•

William F. Holland Agency

Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. (For detailed information see listing under Program Producers).

Hollywood Recording Co.

1731 N. Highland Ave., Hollywood, Calif. Phone, Gladstone 2191. Owner-Technician, John Hirsch. SERVICES OFFERED: Recording service, air-checks, line-checks, transcriptions.

•

Intercontinental Audio-Video Corp.

277 Park Ave., New York, N. Y. Phone WIckersham 2-7600. President, Mark H. Hawley; Treasurer-General Manager, Winton L. Miller, Jr. SERVICES OFFERED: Studidiscs, educational recordings.

•

G. F. Johnson Music Co.

1022 S. W. Morrison, Portland, Ore. Phone, Beacon 8131. Owner, G. F. Johnson; Manager, C. T. Johnson; Assistant Manager, Rodney Johnson. SERVICES OFFERED: Recordings.

•

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston, Mass. Phone, Devonshire 7357. (For detailed information see listing under Program Producers).

•

John Keating

614 Studio Bldg., Portland Ore. Phone, Beacon 1009. Personnel, John Keating, James McLoughlin. SERVICES OFFERED: Recordings, transcriptions.

•

Keenan's Music Service

P. O. Box 2140, Bridgeport, Conn. Phone, Bridgeport 5-9715. Owner, Eddie Keenan; Office Manager, Florence Anne Brescia. SERVICES OFFERED: Recording.

•

Kermit-Raymond Corporation

745 Fifth Ave., New York, N. Y. Phone, ELdorado 5-5511. (For detailed information see listing under Program Producers).

C. P. MacGregor

729 S. Western Ave., Hollywood, Calif. Phone, FItzroy 4191. (For detailed information see listing under Program Producers).

•

Masons United Advertising Agency, Ltd.

14 McCaul St., Toronto, Ont. Phone, Adelaide 5112. (For detailed information see listing under Program Producers).

•

McDonald Recording & Engineering Service

415 N. Harper St., Los Angeles, Calif. Phone, Wyoming 0302. Manager, Clifford C. McDonald; Engineer, M. Hamilton Collins. SERVICES OFFERED: Recording, transcriptions, air-checks, recording studios.

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CO. 5-2300

Mercury Recording Studios

232 E. Erie St., Chicago, Ill. Phone, DElaware 4786. (For detailed information see listing under Program Producers).

•

Fred C. Mertens & Associates

849 Gramercy Drive, Los Angeles, Calif. Phone, Drexel 9031. (For detailed information see listing under Program Producers).

•

Charles Michaelson Radio Transcriptions

67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. (For detailed information see listing under Program Producers).

•

Mid-West Transcriptions, Inc.

4835 Minnetonka Blvd., St. Louis Park, Minn. Phone, Walnut 9131. President, H. D. Field; Manager-Recording Engineer, K. L. Seuker. SERVICES OFFERED: Custom-built programs, complete transcription service, programs, scripts, talent, production.

•

Miller Broadcasting System, Inc.

113 West 57th St., New York, N. Y. Phone, CIrcle 6-0141. President, James A. Miller; Secretary-Assistant Treasurer, E. B. McCutcheon. BRANCH OFFICE: 7000 Santa Monica Blvd., Hollywood, Calif. Phone, HIllside 4929. SERVICES OFFERED: Program production, Millertape recording and editing, wax and instantaneous recording.

•

Motion Picture Productions, Inc.

(General Broadcasting System, Inc.)
620 West Superior Ave., Cleveland, Ohio. Phone, Prospect 4900. (For detailed information see listing under Program Producers).

•

Muzak Transcriptions, Inc.

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. (For detailed information see listing under Program Producers).

National Radio Advertising Agency

4005 Mary Ellen Ave., North Hollywood, Calif. Phone, State 4-4813. (For detailed information see listing under Program Producers).

•

National Recording Co.

351 West 42nd St., New York, N. Y. Phone, CIrcle 6-0700. Manager, Ben Greene. SERVICES OFFERED: Program production, recording.

•

Nationalities Broadcasting Association, Inc.

512 Carnegie Hall, 1220 Huron Rd., Cleveland, Ohio. Phone, Main 4057. (For detailed information see listing under Program Producers).

•

NBC Radio-Recording Division

Radio City, New York, N. Y. Phone, CIrcle 7-8300. Vice-President, C. Lloyd Egner; Eastern Sales Manager, Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Program Manager, Reginald Thomas; Office Manager, Henry P. Hayes. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, HOllywood 6161. Manager, Robert F. Schuetz; Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, E. William Young. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthacoustic transcriptions.

•

Eugene O'Fallon, Inc.

Albany Hotel, Denver, Colo. Phone, Keystone 0178. Manager, Gene O'Fallon; Director, Frank Bishop. SERVICES OFFERED: Lateral transcriptions.

Paramount Record Shop

1519 South St., Philadelphia, Pa. Phone, Pennypacker 4780. Partners, Samuel R. Harris, Feliciano Valdera; Manager, Algemina McKinley; In Charge of Studio and Recordings, Louise Goode. SERVICES OFFERED: Recording, studio facilities.

•

Pearl-Tone Recording Studios

309 Plymouth Bldg., Des Moines, Ia. Phone, 3-3626. Owner, Sidney J. Pearlman; Recorder, Milton R. Grady; Production, Rose Adler; Music, Helen Gale. SERVICES OFFERED: Air-checks, recording, dubbing, transcriptions.

•

Peterson Radio Productions

1457 Broadway, New York, N. Y. Phone, WIsconsin 7-0069. (For detailed information see listing under Program Producers).

•

Photo & Sound, Inc.

153 Kearny St., San Francisco, Calif. Phone, EXbrook 2103. (For detailed information see listing under Program Producers).

•

Ralph L. Power

407 Van Nuys Bldg., Los Angeles, Calif. Phone, Madison 5617. Owner, Ralph L. Power; Secretary-Acting Manager, D. H. Cameron. SERVICES OFFERED: Exporter and importer of transcribed programs.

•

Premier Radio Enterprises, Inc.

1218 Olive St., St. Louis, Mo. Phone, Garfield 3395. (For detailed information see listing under Program Producers).

•

George Logan Price, Inc.

947 South Normandie Ave., Los Angeles, Calif. Phone, FEderal 7372. (For detailed information see listing under Program Producers).

•

Radio Centre, Limited

74 Wellington St., West, Toronto, Ont., Canada, Phone, Waverly 2036. (For detailed information see listing under Program Producers).

Radio Features of America

37 West 46th St., New York, N. Y. Phone, BRyant 9-9622. (For detailed information see listing under Program Producers).

•

Radio News Reel

1000 Cahuenga Blvd., Hollywood, Calif. Phone, Hillside 1161. Manager, O. H. Nance, Jr.; Engineer, Edwin A. Lipps. SERVICES OFFERED: Transcriptions, studio and field mobile units.

•

Radio Producers of Hollywood

930 North Western Ave., Hollywood, Calif. Phone, Hollywood 6506. (For detailed information see listing under Program Producers).

•

Radio Programme Producers

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette 1182. (For detailed information see listing under Program Producers).

•

Radio Receiving Record Co.

304 Smith St., Providence, R. I. Phone, Dexter 4081. Manager, Lewis A. McGowan, Jr. BRANCH OFFICE: 2172 Front St., San Diego, Calif. Phone, Main 7552. Manager, Eleanor Osborne. SERVICES OFFERED: Educational recording service.

•

Radio Recorders, Inc.

7000 Santa Monica Blvd., Hollywood, Cal. Phone, HOllywood 3917. President, F. H. Winter; Vice-President, J. C. Brundage; Secretary, L. D. Minkler; Treasurer, Ernest Dummel; Sales and Production Manager, J. J. Sameth. SERVICES OFFERED: Transcriptions, recording service.

•

Radio Recording Studios

1244 Carmen Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Manager, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings, portable recordings.

Radio Recording Studios

1619 Broadway, New York, N. Y. Phone, COlumbus 5-9037. Manager, A. Moran. SERVICES OFFERED: Off-the-air recordings, recordings at the studio, electrical transcriptions.

•

Radio Subsidiaries

Hotel Schenley, Pittsburgh, Pa. Phone, Mayflower 6400, Schenley 4055. (For detailed information see listing under Program Producers).

•

Radio Transcription Co. of America, Ltd.

Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, HOllywood 6928. Managing Director, Grace Gibson; Secretary, John J. Wilson; Office Manager, E. E. Moreo. SERVICES OFFERED: "Readibuilt" and custom-built transcriptions.

•

RCA-Victor Division, Radio Corporation of America

155 East 24th St., New York, N. Y. Phone, MUrray Hill 4-6200. Manager, Studio & Recording Service, George L. Keane. BRANCH OFFICES: 445 N. Lake Shore Drive, Chicago, Ill. Phone, Delaware 4774. Manager, A. E. Hindle; 1016 North Sycamore Ave., Hollywood, Calif. Manager, Harry Meyerson; Front & Cooper Sts., Camden, N. J.

•

Rec-Art Studios

1203 S. Main St., Los Angeles, Calif. Phone, PRospect 9232. General and Recording Manager, Al Nazareth; Musical Director, A. Norman; Production Manager, Helen Thayer. SERVICES OFFERED: Recordings, transcriptions, production, building of live and transcribed programs.

•

Reeves Sound Studios

1600 Broadway, New York, N. Y. Phone, CIrcle 6-6686. President, Hazard E. Reeves; Secretary-Assistant to President, Patricia Greenhouse; Chief Engineer, Lyman J. Wiggin; Studio Manager, Chester L. Stewart; Production Engineers, Richard Vorisek, Ralph Ep-

stein; Purchasing Agent, Max Jones; Shop Engineer, Karl Vogel; Bookkeeper, Katherine Collins. SERVICES OFFERED: Electrical transcriptions, phonographs, records, off-the-air recording, location, recording, film synchronizing.

•

Robinson Recording Laboratories

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. (For detailed information see listing under Program Producers).

•

Rockhill Radio, Inc.

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. (For detailed information see listing under Program Producers).

•

Roth & Berdun Recording Studios

4464 Cass Ave., Detroit, Mich. Phone, Temple 12552. Director-Engineer, Charles Roth; Engineer, James C. Young. SERVICES OFFERED: Transcriptions, off-the-air and studio recordings.

•

G. Schirmer, Inc.

3 East 43rd St., New York, N. Y. Phone, MUrray Hill 2-8100. President, Carl Engel; Secretary, Gustave Schirmer; Chief Recording Engineer, R. V. Hyndman; Recording Engineer, Alfred Susskind; Accompanist-Coach-Vocalist, Rea Reynolds. SERVICES OFFERED: Transcriptions, spot announcements, audition recording, off-the-air and studio transcriptions, processing, commercial records, recording.

•

Joseph C. Schramm Studios

4000 Canal St., New Orleans, La. Phone, Galvez 5914. (For detailed information see listing under Program Producers).

•

Sellers, Inc.

912 Commerce St., Dallas, Texas. Phone, C-5978. (For detailed information see listing under Program Producers).

Service Programs

535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3489. (For detailed information see listing under Program Producers).

•

Edward Sloman Productions

8782 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-2242. (For detailed information see listing under Program Producers).

•

Harry Smith Recordings

2 West 46th St., New York, N. Y. Phone, MEdallion 3-2996. Owner-Recording Engineer, Harry Smith; Manager, Robert E. Scheuing. SERVICES OFFERED: Transcription, air checks, off-the-air and studio recordings, commercial records and portable recording facilities.

•

J. Hall Smith Recording Studios

312 Madison Theatre Bldg., Detroit, Mich. Phone, Cherry 6550. (For detailed information see listing under Program Producers).

•

Sound Recording Service

76 Brookwood Road, Rochester, N. Y. Phone, Culver 5548. Owner, George S. Driscoll. SERVICES OFFERED: Broadcast and audition recordings and transcriptions.

•

Sound Studios Incorporated

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. (For detailed information see listing under Program Producers).

•

Speak-O-Phone Recording & Equipment Co.

23 West 60th St., New York, N. Y. Phone, COlumbus 5-1350. Secretary, R. L. Lee; General Sales Manager, C. A. Austin. SERVICES OFFERED: Manufacture of recording and reproducing equipment for radio stations, advertising agencies, etc.

Edwin Strong, Inc.

71 W. 45th St., New York, N. Y. Phone, BRyant 9-5758. President, Edwin H. Strong; Managing Director, Adam J. Young, Jr.; Chief Engineer, Jack Kelly. SERVICES OFFERED: Custom recordings and electrical transcriptions, complete studio facilities.

•

Studio & Artists Recorders

CBS Bldg., Hollywood, Calif. Phone, HIllside 8241. General Manager, Lewis Finston; Engineer, Jerry Hayman; Assistant Manager, Vivian Crawford. SERVICES OFFERED: Studio recordings, air-checks, line-checks, transcriptions.

•

Technisonic Recording Laboratories

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President, James M. Althouse; General Manager, Charles E. Harrison; Secretary, Polly Hoyer. SERVICES OFFERED: Transcriptions, recording service, air checks, transcribed productions.

•

Transcribed Radio Shows, Inc.

2 West 47th St., New York, N. Y. Phone, LOngacre 5-3440. (For detailed information see listing under Program Producers).

•

Transtudio Corp.

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. (For detailed information see listing under Program Producers).

•

United Artists Bureau, Inc.

1162-64 Sixth Ave., Des Moines, Iowa. Phone, 4-5553. General Manager, R. B. Eaton. SERVICES OFFERED: Transcriptions, studio and on-location recordings.

•

United Broadcasting Co.

201 North Wells St., Chicago, Ill. Phone, Andover 1685. Director, William L. Klein; Commercial Manager, Egmont Sonderling; Chief Engineer, Robert Henning. SERVICES OFFERED: Transcriptions, studio, off-the-air and off-the-line recordings, mobile recordings.

•

United States Recording Co.

1121 Vermont Ave., N. W., Washington, D. C. Phone, District 1640. (For detailed information see listing under Program Producers).

•

United Transcribed System

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, John H. Part. SERVICES OFFERED: Transcriptions, phonograph records, scripts, production.

•

Universal Recording Co., Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 5-4895. General Manager, Allen Best. SERVICES OFFERED: Transcriptions; off-the-air; off-the-line and studio recordings.

•

Urab Recording Studio

245 West 34th St., New York, N. Y. Phone, CHickering 4-3314. Business Manager, Miss Marianne; Musical Director, Mark Rubens; Executive Director, Jay Alexander. REPRESENTATIVES : Harriet Jane Sams, 1426 N. Dakota Ave., Sioux Falls, S. D.; Calvin E. Green, 3528 Wentworth Ave., Chicago, Ill. SERVICES OFFERED: Recordings, songwriting services.

•

Thomas Valentino, Inc.

1600 Broadway, New York, N. Y. Phone, CIrcle 6-4675. (For detailed information see listing under Program Producers).

•

Video & Sound Enterprises

202 Barker Bldg., Omaha, Nebr. (For detailed information see listing under Program Producers).

George W. Webber Advertising Programs

401 Shops Bldg., Des Moines, Ia. Phone, Des Moines 2-1465. Owner-Manager, George W. Webber. SERVICES OFFERED: Transcriptions and recordings.

•

Witte Radio Productions

4190 Third Ave., Los Angeles, Calif. Phone, Axminister 27235. (For detailed information see listing under Program Producers).

•

World Broadcasting System, Inc.

711 Fifth Ave., New York, N. Y. Phone, WIckersham 2-2100. (For detailed information see listing under Program Producers).

•

Wright-Sonovox, Inc.

180 N. Michigan Ave., Chicago, Ill. Phone, Franklin 6373. President, James L. Free; Manager, John A. Cory. BRANCH OFFICES: 247 Park Ave., New York, N. Y. Phone, PLaza 3-2027. Vice-President, H. Preston Peters; Manager, William A. Chalmers; 1522 N. Gordon St., Hollywood, Calif. Phone, HIllside 1545. Manager, Hal W. Hoag. SERVICES OFFERED: Licensing of performance rights of Sonovox talking and singing sound under United States and foreign patents.

•

Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. (For detailed information see listing under Program Producers).

•

Keystone Broadcasting System, Inc.

580 Fifth Avenue
New York, N. Y.
Phone, LOngacre 3-2221

Officers & Directors

President.....Michael M. Sillerman
Vice-President .....Arthur Wolf
Vice-President .....William Wolf
Secretary-Treasurer.....Sidney J. Wolf

Offices

580 Fifth Ave., New York, N. Y.
Phone, LOngacre 3-2221

President.....Michael M. Sillerman
Director of Station Relations, Mort Adams
Sales & Promotion Consultant Alvin Austin
Continuity .....Wilva Davis
Traffic Manager .....C. Roberts
Account Executive .....Albert F. Dykes
Account Executive .....Noel Rhys

134 North La Salle St.
Chicago, Ill.
Phone, State 4590

Secretary-Treasurer....Sidney J. Wolfe
Accountant-Statistician, Leonard H. Davidson
Sales Manager.....Naylor Rogers

6331 Hollywood Blvd.
Hollywood, Calif.
Phone, Hempstead 0460

Program Director .....Pegot Waring
Continuity .....Dean Owen
Music Copyrights .....Sylvia Young

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering secondary markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 204 affiliated stations. The Network supplies its stations with 84 fully scripted sustaining shows per week filling 4 hours per day, seven days each week, to a total of twenty-eight hours per week.

This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the secondary markets intensively by means of electrical transcription in a single transaction.

The System offers its facilities in blocks of time from one hour down to fifteen minute periods, and also makes available spot periods of five minutes duration down to twenty-five word "chain breaks."

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—To give new zest to your 1943 program schedule and new enthusiasm to your staff, choose—

NBC THESAURUS

A TREASURE HOUSE OF RECORDED PROGRAMS

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New York • Washington, D. C. • Chicago • Hollywood, Cal.

LIBRARIES

Script—Transcription

Advance Television Pictures Service, Inc.

729 Seventh Ave., New York, N. Y. Phone, BRyant 9-5600. Transcription. (For detailed information see listing under Program Producers).

•

American-Jewish Broadcasting Co.

86 Chambers St., New York, N. Y. Phones, WOrth 2-3322, REctor 2-5341. Script and transcription. (For detailed information see listing under Program Producers).

•

American Radio Syndicate

1 East 44th St., New York, N. Y. Phone, MUrray Hill 6-3488. General Manager, Horton Hards. SERVICES OFFERED: Syndicated scripts.

•

Associated Broadcasting Co., Ltd.

Dominion Square Bldg., Montreal, Que., Canada. Phone, Belair 3325. Transcription. (For detailed information see listing under Program Producers).

•

Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, BRyant 9-0845. Transcription. (For detailed information see listing under Program Producers).

•

Baudry-Harwood Radio Productions

1434 St. Catherine St., West, Montreal, Que., Canada. Phone, Plateau 9811. Script. (For detailed information see listing under Program Producers).

Marcel Baulu—Laboratoire De Redaction

1434 West St. Catherine St., Montreal, Que. Phone, Lancaster 9572. Script. (For detailed information see listing under Program Producers).

•

John Beverly Hollywood Radio Star Production Co.

P. O. Box 1901, Hollywood, Calif. Transcription. (For detailed information see listing under Program Producers).

•

Broadcasters Mutual Transcription Service

818 South Kingshighway Blvd., St. Louis, Mo. Phone, FRanklin 2060. Script and transcription. (For detailed information see listing under Program Producers).

•

Broadcasting Program Service

45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Script and transcription. (For detailed information see listing under Program Producers).

•

Russell C. Comer Radio Productions

15 West 10th St., Kansas City, Mo. Phone, Harrison 3964. Transcription. (For detailed information see listing under Program Producers).

•

Patrick Michael Cunning Productions

6530 Sunset Blvd., Hollywood, Calif. Phone, HIllside 5915. Script and Transcription. (For detailed information see listing under Program Producers).

Earnshaw Radio Productions
(Earnshaw-Young, Inc.)

1677 N. St. Andrews Place, Hollywood, Calif. Phone, GLadstone 2555. (For detailed information see listing under Program Producers).

•

East Texas State Teachers College

Commerce, Texas. W. W. Freeman, Maude Webster, Roy Johnson. Script and transcription. (For detailed information see listing under Program Producers).

•

Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, HIllside 8351. Transcription. (For detailed information see listing under Program Producers).

Exclusive Radio Features Company, Ltd.

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. Transcription. (For detailed information see listing under Program Producers).

•

Feature Bureau

50 East 42nd St., New York, N. Y. Phone, MUrray Hill 2-9086. Scripts, monthly 15-minute scripts for women's programs.

•

General Amusement Corp.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-7550. (For detailed information see listing under Program Producers).

•

Gordoni Radio Productions

Hotel Crillon, 1258 S. Michigan Ave., Chicago, Ill. Phone, Calumet 6700. Script and transcription. (For detailed information see listing under Program Producers).

SCRIPT SOURCES for

STATIONS: *The Script Library*
535 FIFTH AVE., NEW YORK, N. Y.
"FROM AN ENTERTAINMENT SPOT TO AN HOUR VARIETY SHOW."

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AGENCIES: ADVERTISING AGENCY RADIO SCRIPT LIBRARY
535 - 5th AVE., NEW YORK, N. Y.
Material for Regional and Local Sponsors

Melchor Guzman Co., Inc.

9 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-2450. Script. (For detailed information see listing under Program Producers).

•

William F. Holland Agency

Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. Script. (For detailed information see listing under Program Producers).

•

Intercontinental Audio-Video Corp.

277 Park Ave., New York, N. Y. Phone, WIckersham 2-7600. Transcription. (For detailed information see listing under Transcription Firms).

•

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston, Mass. Phone, Devonshire 7357. Transcription. (For detailed information see listing under Program Producers).

•

Kermit-Raymond Corporation

745 Fifth Ave., New York, N. Y. Phone, ELdorado 5-5511. Script and transcription. (For detailed information see listing under Program Producers).

•

King-Trendle Broadcasting Corp.

1700 Stroh Bldg., Detroit, Mich. Phone, Cherry 8321. (For detailed information see listing under Program Producers).

•

Estelle Lutz Artists Bureau

410 South Michigan Ave., Chicago, Ill. Phone, Harrison 3455. Script. (For detailed information see listing under Program Producers).

•

Lang-Worth Feature Programs, Inc.

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. President, C. O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Syndicated transcribed programs for regional and local advertisers. Producers of Lang-Worth Planned Program Service, a library of music in transcription form.

•

C. P. MacGregor

729 S. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. Transcription. (For detailed information see listing under Program Producers).

•

Charles Michaelson Radio Transcriptions

67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. Script and transcription. (For detailed information see listing under Program Producers).

•

Muzak Transcriptions, Inc.

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. Transcription. (For detailed information see listing under Program Producers).

•

Nationalities Broadcasting Association, Inc.

512 Carnegie Hall, 1220 Huron Rd., Cleveland, Ohio. Phone, Main 4057. Transcrpition. (For detailed information see listing under Program Producers).

•

NBC Radio-Recording Division

Radio City, New York, N. Y. Phone, CIrcle 7-8300. Transcription. (For detailed information see listing under Program Producers).

•

George Logan Price, Inc.

947 South Normandie Ave., Los Angeles, Calif. Phone, FEderal 7372. Script. (For detailed information see listing under Program Producers).

Radio Events, Inc.

535 Fifth Avenue, New York, N. Y. Phone, MUrray Hill 6-3487. Script. (For detailed information see listing under Program Producers).

•

Radio Features of America

37 West 46th St., New York, N. Y. Phone, BRyant 9-9622. (For detailed information see listing under Program Producers).

•

Radio Producers of Hollywood

930 North Western Ave., Hollywood, Calif. Phone, HOllywood 6506. Transcription. (For detailed information see listing under Program Producers).

•

Radio Script & Transcription Exchange

(Federal Radio Education Committee) U. S. Office of Education, Washington, D. C. Phone, Republic 1820, Extension 2225. Director, R. R. Lowdermilk. SERVICES OFFERED: Script and transcript libraries.

•

Radio Transcription Co. of America, Ltd.

Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, HOllywood 6928. Transcription. (For detailed information see listing under Transcription Companies).

•

Radioteca Intercontinental Publishers' Service, Inc.

9 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-2435. President, Melchor Guzman; Manager, T. Perez. SERVICES OFFERED: Spanish scripts.

•

Radio Writers Laboratory

53 N. Duke St., Lancaster, Pa. Phone, 2-1387. Manager, M. S. Miller; Assistant Manager, Edna K. Hanna; Children's Scripts, Margaret L. Smith. SERVICES OFFERED: Script.

Religious News Service

381 Fourth Ave., New York, N. Y. Phone, MUrray Hill 3-8246. Script. (For detailed information see listing under Program Producers).

•

The Script Library

535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3487. Station Contact, Martin Lawrence. SERVICES OFFERED: Script.

•

Service Programs

535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3489. Script and transcription. (For detailed information see listing under Program Producers).

•

Sound Studios, Incorporated

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. (For detailed information see listing under Program Producers).

•

Henry Souvaine, Inc.

30 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-5666. Script. (For detailed information see listing under Program Producers).

•

Standard Radio

6404 Hollywood Blvd., Hollywood, Cal. Phone, HIllside 0188. President, Gerald King; BRANCH OFFICES: 360 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Manager, M. M. Blink; Sales Manager, Alex Sherwood; 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Manager, Herbert Rosen; P. O. Box 933, Dallas, Texas. Manager, Herbert Denny; White-Henry-Stuart Bldg. Seattle, Wash. Manager, Hal Pearce. SERVICES OFFERED: Library, sound effects library, transcriptions.

The Starr Piano Co.

(Speedy-Q Sound Effects)

1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. President, A. L. Gennett; Treasurer, R. G. Martin; Secretary, Philip Johnson; REPRESENTATIVES: Charles Michaelson, 67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376; The Starr Piano Co., Richmond, Ind. Phone, 1117. Manager, Ryland Jones. SERVICES OFFERED: Speedy-Q recorded sound effects.

•

Star Radio Programs, Inc.

250 Park Ave., New York, N. Y. Phone, PLaza 3-4991. Manager, Daniel C. Studin; Continuity Supervisor, Burke Boyce; Director of Women's Programs, Gay Lee. REPRESENTATIVES: All-Canada Radio Facilities, Toronto, Ont. (Offices also in Montreal, Winnipeg, Calgary and Vancouver.) SERVICES OFFERED: Script.

Technisonic Recording Laboratories

818 Suth Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. Script. (For detailed information see listing under Transcription Companies.)

•

Thomas J. Valentino, Inc.

1600 Broadway, New York, N. Y. Phone, CIrcle 6-4675. Transcription. (For detailed information see listing under Program Producers).

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World Broadcasting System, Inc.

711 Fifth Ave., New York, N. Y. Phone, WIckersham 2-2100. Transcription. (For detailed information see listing under Program Producers).

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Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. Transcription. (For detailed information see listing under Program Producers).

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Agneta, Nicholas T.
9 Rockefeller Plaza ..... COlumbia 5-2142

Appell, James
400 Madison Ave. ..... PLaza 3-7840

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30 Rockefeller Plaza ..... CIrcle 6-4224

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630 Fifth Ave.....CIrcle 7-6201

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Shurr, Louis
1501 Broadway.....CHickering 4-8240

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Vallon, Mike
1270 Sixth Ave.....CIrcle 7-0162

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745 Fifth Ave.....PLaza 3-8034

Waible, Fred
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Wilson, Roy (Wilson, Powell & Hayward)
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Wimbish, Paul C.
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WNEW Artists Bureau
501 Madison Ave.....PLaza 3-3300

WOR Artists Bureau
1440 Broadway.....PEnnsylvania 6-8600

World Talent Bureau, Inc.
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1650 Broadway.....CIrcle 6-6533

Zucker, Stan
501 Madison Ave.....PLaza 3-4677

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Arnow, Samuel
8949 Sunset Boulevard.....CRestview 6-6085

Artists Agency, Inc.
9111 Sunset Boulevard.....CRestview 5-6161

Artists' Managers Guild
7048 Hollywood Blvd.....GLadstone 7101

Bachmann & Anderson, Inc.
8511 Sunset Boulevard.....CRestview 6-4168

Berg-Allenberg, Inc.
121 South Beverly Drive (Beverly Hills)
CRestview 6-3131

Beverly Management Corp.
400 N. Camden Drive (Beverly Hills)
CRestview 1-5611

Beverly National Company
8780 Sunset Boulevard.....CRestview 5-6119

Beyer, Charles
1680 N. Vine Street.....HIllside 2125

Blum, Myrt
360 N. Camden Drive (Beverly Hills)
CRestview 6-7071

Bran, Mary (International Artists Bureau Agency)
8834 Sunset Boulevard.....CRestview 6-1184

Browne, Flo-Jan Grippo
8905 Sunset Boulevard.....CRestview 1-5209

Carol, Sue, Inc.
9006 Sunset Boulevard.....CRestview 1-8151

Collier-Ruth Co.
8584 Sunset Blvd.....CRestview 6-3101

Conlon, Tom, Agency
8734 Sunset Boulevard.....CRestview 1-5181

Consolidated Radio Service
5314 Melrose Avenue.....GLadstone 1929

Cooley, Hallam, Agency
9111 Sunset Boulevard.....CRestview 5-6161

Consolidated Radio Service
5314 Melrose Avenue.....GLadstone 1929

Crosby, Everett, N., Ltd.
9028 Sunset Blvd.....CRestview 1-1171

Dolan & Doane
8905 Sunset Boulevard.....CRestview 1-9185

Ettinger, Margaret
1626 N. Vine Street.....HIllside 2141

Feldman-Blum
9441 Wilshire Boulevard (Beverly Hills)
CRestview 1-5222

Ferris, Earle, Associates
6381 Hollywood Boulevard. . .HOllywood 7111

Fleck, William, Agency
8820 Sunset Boulevard.. BRadshaw 2-3655

Fizdale, Tom, Inc.
1509 N. Vine Street..... HOllywood 7363

Frank, George, Inc.
1626 N. Vine St.....HIllside 3188

Gear, Bruce, Inc.
8949 Sunset Boulevard.....CRestview 6-6466

General Amusement Corp.
9028 Sunset Boulevard.....CRestview 1-8101

Goldstone, Nat C. (Walter Meyers Artists Bureau)
9121 Sunset Boulevard.....CRestview 6-1071

Gruskin, George
202 N. Canon Drive (Beverly Hills)
CRestview 1-6161

Hamilburg, Mitchell, Jr.
6305 Yucca Street.....HIllside 6125

Hayward-Deverich, Inc.
9200 Wilshire Blvd. (Beverly Hills)
CRestview 1-5151

Henry, Edd
8627 Sunset Boulevard.....CRestview 1-5296

Herdan, George S.
9157 Sunset Boulevard.....CRestview 1-5236

Herstein, Mark, Agency
9028 Sunset Boulevard.....CRestview 6-7784

Herty, Howard
8853 Sunset Boulevard.....CRestview 6-2824

Irwin, Lou
9134 Sunset Blvd.....CRestwood 1-7131

Jaffe, Sam, Agency
8555 Sunset Boulevard.....CRestview 6-6121

Kempner, Alex., Inc.
8611 Sunset Boulevard.....CRestview 5-0104

Kingston, Al, & Co., Inc.
8582 Sunset Boulevard.....CRestview 1-8161

Kline, Howard
9126 Sunset Boulevard.....CRestview 6-7055

Kohner, Paul, Inc.
9169 Sunset Boulevard.....CRestview 1-5166

Kramer, Earl, Agency
204 S. Beverly Drive (Beverly Hills)
CRestview 6-2338

Lancaster, John
8820 Sunset Boulevard.....CRestview 6-4041

Lance, Leon O.
8820 Sunset Boulevard.....CRestview 6-6014

Lande, Irving Agency
8647 Sunset Boulevard.....BRadshaw 2-4255

Levee, M. C.
1300 N. Crescent Heights Blvd..GLadstone 3117

Leonard, Fred J., Agency
205 S. Beverly Drive (Beverly Hills)
CRestview 6-2021

Lyons, A. and S., Inc.
356 N. Camden Drive (Beverly Hills)
CRestview 1-6131

MacArthur, Arthur
1680 N. Vine Street.....Hempstead 3227

MacQuarrie Agency
8905 Sunset Blvd.....CRestview 6-7162

MCA Artists, Ltd.
9300 Burton Way (Beverly Hills)
CRestview 6-4161

Mann, Gene—Jess Smith, Inc.
8949 Sunset Boulevard.....CRestview 1-1135

Marx, Bert
9126 Sunset Boulevard.....CRestview 1-7171

Marx, Zeppo, Inc.
8732 Sunset Boulevard.....CRestview 6-4161

McCormick, John, Inc.
9730 Wilshire Boulevard (Beverly Hills)
CRestview 1-6181

Meyer, Art, Agency
9615 Burton Way (Beverly Hills)
CRestview 5-7865

Mills Arts, Inc.
8746 Sunset Boulevard.....CRestview 1-5197

Monter-Gray, Inc.
8736 Sunset Boulevard.....CRestview 1-1191

Morris, William, Agency
202 N. Canyon Drive (Beverly Hills)
CRestview 1-6161

Morrison, Leo, Inc.
204 S. Beverly Drive (Beverly Hills)
CRestview 1-9191

Music Corporation of America
9370 Burton Road (Beverly Hills),
CRestview 6-2001

National Concert & Artists Corp.
Sunset Blvd. and Doheny St...CRestview 1-7121

Norwood, Harry
6425 Hollywood Boulevard.....GRanite 2211

Orsatti Agency
9130 Sunset Boulevard.....CRestview 6-1008

Richardson Agency
9010 Sunset Boulevard.....CRestview 1-7111

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7063 Sunset Boulevard.....GRanite 6930

Rush, Art
205 S. Beverly Drive (Beverly Hills)
CRestview 1-2165

Salkow Agency
9111 Sunset Boulevard.....CRestview 1-9134

Saphier, James
6331 Hollywood Boulevard....HOllywood 7211

Selznick, Myron & Co., Inc.
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CRestview 1-9171

Shagrin, Max, Agency
6253 Hollywood Boulevard.....GRanite 5171

Shauer, Melville A.
9120 Sunset Boulevard.....CRestview 1-1103

Sherman, Edward, Agency
9441 Wilshire Boulevard (Beverly Hills)
CRestview 5-0186

Shurr, Louis Inc.
9165 Sunset Blvd.....CRestview 1-1116

Silber, Arthur
8532 Sunset Boulevard.....CRestview 6-7144

The Small Co.
8272 Sunset Blvd. .....HOllywood 2722

Smith, Jonathan
9172 Sunset Boulevard.....CRestview 6-4058

Stempel, Frank, Agency
8736 Sunset Blvd.....CRestview 6-5774

Thompson, David H.
9165 Sunset Boulevard.....CRestview 1-2188

Uhr, Ira C.
9124 Sunset Boulevard.....CRestview 1-4524

Ullman, George, S.
8981 Sunset Boulevard.....CRestview 1-5669

Underwood, Cecil
1680 N. Vine Street.....GRanite 7186

Vallee, Rudy, Presents, Inc.
8820 Sunset Boulevard.....CRestview 1-5169

Vincent, Frank W.
242 N. Canon Drive (Beverly Hills)
CRestview 6-2042

Wadsworth, Jessie B., Agency
8949 Sunset Boulevard.....CRestview 1-5753

Woolfenden, Bill, Inc.
9730 Wilshire Boulevard (Beverly Hills)
CRestview 6-3191

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410 S. Michigan Ave.....WABash 6762

Benn Theatrical Agency
64 West Randolph St.....DEArborn 2810

Chicago Artists Bureau
185 N. Wabash St.....CENtral 1627

Columbia Concerts, Inc.
Wrigley Bldg. .....SUPerior 2542

Consolidated Radio Artists, Inc.
333 N. Michigan Ave.....FRAnklin 8300

Edwards, Gus
410 N. Michigan Ave.....DELaware 5526

Ellsworth, W. M.
75 East Wacker Drive.....CENtral 0942

General Amusement Corp.
360 N. Michigan Ave.....STAte 6288

Gordoni, Lillian
1258 S. Michigan Ave.....CALumet 6979

Gumbiner Theatrical Enterprises
310 S. Michigan Ave.....WEBster 4543

Herman, Sam
3508 W. Roosevelt.....STAte 2147

Jack & Jill Players Radio Artists Co.
180 E. Delaware St.....DELaware 7334

Jacky, Fred
520 N. Michigan Blvd.....DELaware 3262

Levin, W. Biggie
612 N. Michigan Ave. .....SUPerior 0506

Lutz, Estelle, Artists Bureau
410 South Michigan Ave.....HARrison 3435

Morris, William, Agency
203 N. Wabash Ave. .....STAte 3632

Morse, Edward M.
203 N. Wabash St.....STAte 7344

Morse, Sidney P.
360 N. Michigan Ave.....STAte 6288

Music Corporation of America
430 N. Michigan Ave. .....DELaware 1100

National Concert & Artists Corp.
222 W. No. Bank St.....SUPerior 4042

North, Stanley
310 S. Michigan Ave.....WABash 5595

Parker-Piper Talent Productions
540 N. Michigan Ave.....DELaware 8220

Parks, James & Co.
333 N. Michigan Ave.....CENtral 7980

Schuster, Milton
127 North Dearborn.....DEArborn 3633

WGN Concert & Artist Bureau
441 N. Michigan Ave.....SUPerior 0100

WLS Artists Bureau
1230 W. Washington Blvd.....MONroe 9700

World Talent Bureau, Inc.
301 East Erie St.....SUPerior 9114

A · S · C · A · P

By JOHN G. PAINE
General Manager

THE American Society of Composers, Authors and Publishers (ASCAP) has been the principal "performing rights society" in the United States, since it was first organized in 1914 by the late Victor Herbert and a group of his associates. An un-incorporated, non-profit, voluntary association, the Society has faithfully served its ever-increasing membership by collecting, through a system of licensing payment for the commercial use of the members copyrighted music. The money thus collected is distributed among the membership on the basis of classifications made by elected committees.

The right to license the public performance for profit was one of several rights granted the copyright owner by the Copyright Law of the United States in 1909. Long before this law was enacted, however, there was recognition throughout the entire world that the creative citizen deserved protection if he was to continue to contribute to the culture of his country. In France, England, Germany and all the nations of Europe, performing rights societies were established under government supervision to preserve these rights. And as early as 1783, New Hampshire legislators wrote in the preamble to their Copyright Law: "The advancement of human happiness greatly depends on the efforts of ingenious persons in the various arts and sciences. The principal encouragement such persons can have to make great and beneficial exertions of this nature must consist in the legal security of the fruits of their industry to themselves; and such security is one of the natural rights of all men, there being no property more peculiarly a man's own than that which is produced by the labor of his mind."

ASCAP, representing some 185 publishers and 1,485 composers and authors, has license agreements with some 32,000 public amusement enterprises throughout the United States. Through reciprocal agreements and treaties, the Society represents in the United States the performing rights of some 23 European and Latin American Societies. Although these agreements are still in effect, present war conditions preclude the mutual payment of monies between foreign societies and ASCAP until such time as the Enemy Alien custodian rules otherwise.

During 1942 more than 230 new members were elected to ASCAP, indicating the continued growth of the organization, which includes the leading composers, authors and publishers in the fields of standard, production, motion picture and popular music.

The picture of ASCAP during the past year would not be complete, however, without an account of the Society's efforts, especially in the field of broadcasting, to change "music costs" into "music profits". It has long been felt by the organiaztion that radio was not making the most of the tremendous catalogue which was available under their ASCAP agreements.

As a step in this direction, ASCAP inaugurated on June 1, 1942 a program service which furnishes, free of any charge, a half-hour musical script to those licensed radio stations which request the service. The scripts are called: "Music . . . As You Like It", "Music . . . Just For You", and "You Shall Have Music". They are programs of general interest and contain a suggested list of appropriate musical recordings. Of the more than 750 radio stations which have ASCAP licenses, over 600 stations requested and are receiving this series of scripts. A large majority of them have been successful in finding sponsors for the program and all of them express complete satisfaction. In addition to these regular programs, the Society is also supplying special scripts for Armistice Day, Thanksgiving and other holidays throughout the year.

By the time this is in print, all stations receiving this service will have received an additional service consisting of a complete thirteen-week series of daily ten-minute scripts, designed especially to be used after five-minute news broadcasts. Patriotic in theme, these scripts tell little-known stories of men and women in American history who contributed to the struggle for freedom. This series, like the half-hour programs, contain a suggested list of musical recordings.

Altogether the Society is supplying 78 hours of programming to its licensed radio stations during the year. It is indicative of ASCAP's desire for greater collaboration with those who use the raw material created by the membership.

The officers of the Society are: Deems Taylor, president; Gustave Schirmer and Oscar Hammerstein II, vice-presidents; George W. Meyer, secretary; John J. Bregman, assistant secretary; Max Dreyfus, treasurer; Irving Caesar, assistant treasurer; John G. Paine, general manager, and Schwartz & Frohlich, general counsel.

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Daly, Joseph, Mus. Pub. Co.
Edwards, Gus, Mus. Pub. Co
Gordon & Rich, Inc.
Gotham Attucks Mus. Co.

Gotham Mus. Service, Inc.
Jerome, M. K.
Jerome & Schwartz Pub. Co.
Kalmar, Puck & Abrahams Consolidated
Keit Music Corp.
Kornheiser, Phil, Inc.
Lincoln, Harry J., Music Co.
Morse, Theodore, Music Co.
Nelson, Jack, Mus. Co.
Stark & Cowan, Inc.
Stept & Powers, Inc.
Sterling Songs, Inc.
Sunlight Mus. Co., Inc.
United States Music Pub. Co.
Vandersloot Music Pub. Co.
Waterson, Berlin & Snyder, Co.
Waterson, Henry, Inc.
Williams, Harry, Mus. Co.
Morris, Edwin H., & Co., Inc.
(Formerly: Mercer & Morris, Inc.)
Morris, Joe, Music Co.
White-Smith Music Pub. Co.
Movietone Music Corp.
Musette Publishers, Inc.
Mutual Music Society, Inc.
Nazarene Publishing House
Bilhorn Bros. Mus. Co.
Lillenas Pub. Co.
New World Music Corp.
O'Kay Music Company
Owens-Kemp Music Co.
Pan-American Music Co., Inc.
Paramount Music Corp.
Popular Melodies, Inc.
Spier & Coslow, Inc.
Paull-Pioneer Music Corp.
Rossiter, Harold, Mus. Co.
Photo Play Music Co., Inc.
Luz Brothers Mus. Pubs.
Music Buyers Corporation
Piedmont Mus. Co., Inc.
Pinkard Publications
Plymouth Music Co., Inc.
Brown, Ted, Music Co.
Pond, Wm. A., & Company
Ellis, Robin
Presser, Theodore, Company
Quincke, W. A., & Company
Remick Music Corp.
Rialto Music Pub. Corp.
Ricordi, G., & Co., Inc., of N. Y.
Ringle, Dave
Famous Writers Music Co.
Goulden-Leng Co.
Hamilton Music Co.
Krey, Geo. M., Co.
Maytone Music Co.
Song Creators Co.
Tracy, Wm., Pub. Co.
World Music Co.
York & King Music Pub. Co.
Robbins Music Corporation
Metro-Goldwyn-Mayer Corp.
Out of the World Pub. Corp.
Sonnemann Mus. Co., Inc.
Twentieth Century Music Corp.
Universal Music Corp.
Whiteman, Paul, Publications
Wiedoeft, Rudy, Mus. Pub. Co.
Rodeheaver Co., The
Rossiter, Will
Row, R. D., Music Co.
Riker, Brown & Wellington, Inc.
Row, R. D., Inc.
Roy Music Co., Inc.
Royal Music Publisher
Rubank, Inc.
Carlson, M. L.
Finder & Urbanek
Victor Music Co.
Rytvoc, Inc.
(Formerly: P. Tesio & Sons)
Burke Doyle Music Co.
Major Music, Inc.
Tesio-Major
Santly-Joy, Inc.
(Formerly: Santly-Joy-Select, Inc.)
Santly Bros., Inc.
Santly Bros.-Joy, Inc.
Select Music Publications, Inc.
Saunders Publications
Schirmer, G., Inc.
Heffelfinger, R. W.
Sanders-Weiss, Inc.
Schroeder & Gunther, Inc.
Schwarz, Merrell, Music Co., Inc.
Shapiro, Bernstein & Co., Inc.
Shattinger Piano & Music Co.
Shubert Music Pub. Corp.
Skidmore Music Co., Inc.
Southern Music Pub. Co., Inc
Spier, Larry, Inc.
Helf & Hager Co.
McKinley Music Co.
Root, Frank K., & Co.
Sprague-Coleman, Inc.
Sprague-Coleman
Stasny Music Corp.
Bibo-Lang, Inc.
Stasny-Lang, Inc.
Summy, Clayton F., Co.
Sun Music Co., Inc.
Weil, Milton Music Co., Inc.
Superior Music, Inc.
Tobias & Lewis Music Publishers
Transcontinental Music Corp.
Triangle Music Corporation
Victoria Publishing Co.
Villa Moret, Inc.
Vogel, Jerry, Music Co., Inc.
Crumit, Frank, Songs Co.
Haviland, F. B., Pub. Co.
Worth, Geo. T., & Co.
Volkwein Bros., Inc.
Agnew, J. E., Publication (Band & Orchestra Catalog only)
Bellefield Pub. Co.
Caton Pub. Co.
Crist, D. W.
Dalbey, W. R., Music Co.
Groene Music Pub. Co.
Hall, Ellis B.
Heltman, Fred
Nirella, Danny
Southwell, Geo. Pub. Co.
White House Publications, The
Von Tilzer, Harry, Music Pub. Co.
Warock Music Co.
West'rn Music Pub. Co.
Williams, Clarence, Mus. Pub. Co., Inc.
Ahleim, Walter C., Music Co.
Arrow Music Co.
Clifford, Frances, Music Co.
Maison-Blanche Music Co.
Piron, A. J., & Co.
Thomas, George W., Music Co.
Willis Music Company
Witmark, M., & Sons
Wood, B. F., Music Co.
Words & Music, Inc.
Davis, Coots & Engel, Inc.
Engel, Harry, Inc.
Keit-Engel, Inc.
World Music, Inc.
Yankee Music Pub. Corp.
(Formerly: Italian Book Co.)

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

By ERNEST R. VOIGHT

Vice-President

FOUNDING of AMP: Associated Music Publishers, Inc., was founded as a private corporation in the State of New York on December 22, 1926. Radio licenses have been issued since August, 1928. The corporation conducts a music publishing business and is exclusive agent for numerous foreign music publishers.

Scope: Represented in the AMP repertoire are 45 U. S. and European catalogs containing over 500,000 entries of which approximately 15,000 are copyrights. Copyright registration in Washington is in the name of AMP as owner. Ranging from symphonic works to popular dance music, including concert works for ensemble, solo instruments and voice, its repertoire constitutes a flexible and rich source of distinctive music for radio program builders.

AMP licenses: Licenses cover performing rights, "small" (i. e., strictly musical) and "grand" (i. e., musical-dramatic). AMP's radio license is unique in that it covers "small" and "grand" rights under a single fee. The radio license stipulates that: (1) the annual fee shall be equal to the sum of a station's 12 highest quarter-hour card rates; (2) that AMP will sell the licensee any music (covered by the license) which is for sale, and rent such music as is not for sale; (3) that AMP will indemnify the licensee against claims arising from the use of music covered by the license.

AMP licensees: The national networks, the principal regional networks and most of the important independent radio stations are holders of AMP licenses.

AMP headquarters: 25 West 45th Street, New York City. Telephone BRyant 9-0847. Cable address: MUSICPUB—NEWYORK.

AMP officers: C. M. Finney, president; Ernest R. Voight, vice-president: John R. Andrus, vice-pres. and treasurer; Anna M. Kerner, secretary.

Publishers

Aibl Verlag (See Universal Edition)
Alpha Music
Congress Music Co.
Latin American Music Bureau
Leader Music Co.
Associated Music Publishers, Inc.
Boosey & Co., Ltd. (See Boosey & Hawkes, Ltd.)*
Boosey & Hawkes, Inc. (See Boosey & Hawkes, Ltd.)*
Boosey & Hawkes, Ltd.*
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Lauterbach & Kuhn
Breitkopf Publications
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Cos Cob Press, Inc. (See Arrow Press, Inc.)
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Doblinger Verlag*
Dupont (See Editions Eschig)
Eos Verlag (See Simrock)

* Serious works only as per special list.

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- Demets
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- Ondet
- Pion Honore
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Filmusik Union (See B. Schott's Soehne)

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* Serious works only as per special list.

HELP THE

RED CROSS

BROADCAST MUSIC, INC.

By M. E. TOMPKINS

General Manager

BROADCAST MUSIC, INC., the industry-owned music publishing and copyright licensing firm, reached its full stature in 1942. That year marked the transition of BMI from its purely emergency phase to an aggressive and permanent organization. Its original purpose having been successfully served, BMI has not wasted time in realigning its setup for its permanent function of maintaining competition in the music licensing field so that American broadcasters will always have their own source of music in addition to the already established licensing organizations.

One essential requirement for BMI's continuance was full industry support, which has been freely given. Nearly 900 stations are now licensed by BMI. To be exact, 804 stations in the United States and 88 Canadian stations, in addition to all coast-to-coast and most regional networks, have taken out BMI licenses extending until the Spring of 1950. With this support, BMI's financial position is assured beyond any question.

In addition to the financial support, BMI has urged stations to accept their share of the responsibility for competition in the field of music. This responsibility is one which the station owes to the public as well as to itself. Music should be played because it is musically and lyrically pleasing, and not on the basis of any artificial "plug" standard—a standard which is sometimes achieved by forcing methods rather than on the basis of any inherent merit in the composition itself. Stations which pick with discrimination the tunes that they popularize by means of performance, will avoid fatiguing their audiences by monotonous repetition of the few highly touted musical compositions. In doing this they favor not only their audiences but also give an equal opportunity to smaller publishers and lesser known writers, whether licensed through Ascap or BMI, to have their songs brought to the attention of the public. This fosters true competition not only between licensing organizations but between the publishers and writers themselves.

As important as the industry's support of BMI is BMI's service to the industry. During the past year BMI has increased its affiliated group to over 475 publishers. They have issued many of the country's top tunes, including such current favorites as "When the Lights Go On Again," "Starlight Sonata," "My Devotion," "Strictly Instrumental," "That Soldier of Mine," "Brazil," "One Red Rose Forever," "I Wish, I Wish, I Wish." The music from the great Disney picture "Bambi" licensed through BMI has afforded its stations top-flight program material. BMI also holds the performance rights to many presently indispensable titles.

Recent BMI publisher agreements have helped swell the stock of popular phonograph records which BMI stations may use and include the Berwick-Oberstein catalog of some 2,000 hillbilly and name band tunes. Other recent publisher acquisitions include National Music, Harry James,

and Acuff-Rose. BMI and its affiliates mail out each week a large amount of sheet music and arrangements totalling at wholesale cost approximately $100 per month per station.

Recently BMI has inaugurated a short series of conferences with station program directors who are brought to New York in small groups and are taken through BMI's extensive music production plant. They are afforded opportunity not only to familiarize themselves with the full scope of what BMI is doing, but also to make suggestions as to how its service to them could be extended or improved. The BMI script service supplies 18 continuities weekly to all licensees, utilizing the music available in transcription libraries and on phonograph records. Primarily for the benefit of the smaller stations, it is pleasing to note that many of the larger stations are using the scripts regularly.

During 1942 BMI obtained from the Government a final clarification of the long debated licensing provisions of the Ascap consent decree. It is now clearly established that Ascap writers and composers may issue gratuitous licenses for the use of their music directly, thus opening the way to make an increasing amount of music by these writers available to stations which are not licensees of Ascap.

BMI looks back on more than two years of successful operations which have played a major part in establishing permanent competition in the source of music for radio and at the same time in reducing the industry's total music costs by approximately $1,000,000 annually from the sum paid in 1940 to Ascap alone. It is also well to remember that music costs are five to six million dollars less than the industry would have paid under the new licenses proffered by Ascap in 1940.

BMI enters 1943 by embarking on a campaign of increased service to its member stations which will greatly enhance its day-to-day value to them as individual music users as well as give further insurance of their future security as an industry from attack by any monopolistic aggressor in the field of copyrighted music.

Publishers

A-1 Music Publishers of America
Acme Music Corporation
Albin Tunes Publishers
Allen & Link Music Publishers
Allen Intercollegiate Music, Inc.
Allied Music Corporation
Joe Altschuler
Alvin Music Corporation
American Melodies
American Performing Rights Society, Inc.
American Song Publications
Am-Rus Music Corporation
Apex Music, Inc.
D. Appleton-Century Company, Inc.
Arberne Music Company
Art Music Company
Art-I-So Music Company
Artistic Songs
Ascot Publishing House
Astor Music Corporation
Augustana Book Concern
Bach Music-Publishers
Back Bay Music Company
Ball Music Publishing Company
Banner Music Company
Ama Lou Barnes & Don MacDonald
Barres Publications
Beacon Music Company
The Beacon Press
Bell Music Company
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Berwick Music Corp.
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Larry Blau Music Company
Bloch Publishing Company
Martin Block Publishing Co., Inc.
Boone Publishing Company
Al Bourne
S. Brainard's Sons Company
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Brown & Edwards
Roland C. Bucher
L. H. Bulkley
Elsie Birt Byers
C. & M. Music Company
California Music Publishers
Calumet Music Company
Cameron Music Company
Jimmy Campbell Publications, Inc.
Campbell Music Company
Campbell, Loft & Porgie, Inc.
Candell-Ford Music Company
Cantrell Music Publications
Carleton & Dixon
Joseph Carlton
Carr-Hildy Music Company
Cason Music Corporation
Champion Music Company
Charm Music Company
Chase Music Company
Cherio Music Publishers, Inc.
Cine-Mart Music Publishing Company
Cinema Songs, Inc.
Clavier Music Publishers
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Coast To Coast Music Corporation
Wally Cochran
M. M. Cole Publishing Co.
Collwill Corporation
Colonial Music Publishing Co., Inc.
Columbia Music Publishers
Concordia Publishing House
Connors-Wilkins
Cooper Music, Inc.
Cornell Music Company
Coronet Music Corporation
Coronet Songs
Cosmopolitan Music
Country Music
Mr. Arthur T. Cremin
Crown Music Co., Inc., Ltd.
Crown Publications
Cundy Bettoney Company, Inc.
Al Dahle Music Pub. Co.
Dan-Pell Songs
Davidson & Maxon Music Publishers
Louis A. Davis
Davis & Ostergard
Edward C. Deas
Deaton Music Company
DeCimber Music Publishers
Frances De Santis
Debin Music Company
Del Cal Theatres, Inc.
Harold Dellon Music Company
Deseret Book Company
Jack Devoe
Distinctive Songs
Dixie Music Publishing Company
Dorset Publications
Thomas A. Dorsey
Daisy Duckworth
Dynamic Music Company
William P. S. Earle
Eastern Music Publications
Eccma Music Company
Norman Edwards Music Publisher
Embassy Music Corporation
Emcee Publishing Company
Encore Music Publications, Inc.
Englewood Music House
Enterprise Publications
Esquire Music Company
Essex Publishing Company
Excelsior Music Publishing Company
Feast & Hoffman
Fillerdelphia Music Company
Fine Songs
Fletcher Publishing Co.
Forest Glen Music Publishers
Fountain Music Company
The '440' Music Publishing Company
France Music
Will Frederic Music Publishers
Freed & Hall Music Publishers
Freeman Associates
Freeman Music Company
Fran Frey & Company
G. M. S. Music Publishing Company
G. V. C. Music Publishing Company
Charles J. Gaal & Co. Music Publishers
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Gerard Music Publishing Co.
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Golden Gate Publications
Graham & Kihorny
Graham Music Company
Greater New York Music Corp.
Great Songs Press
J. Greene Publications
Livingston Greenwood
The Guy Publishing Co.
Hall Music Company
Harmony House
Harmony Music Publishers
Harmony Publishers
Clare Harrington
Hartford Music Company
Hawaii Conservatory Publishing Co.
Herald Publishing House
Hill Music Publishing Co.
Johnny Hills
Hinds, Hayden & Eldredge, Inc.
Hollywood Hit Publishers
Hollywood Music Sales
Joseph Horvath
Jack Howard Publications
Hub Publishing Company
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Ideal Music Publishing Co.
Immortal Music Publishing Co.
Imperial Music Publishing Co.
Independent Music Publishers (New Mexico)
Independent Music Publishers (Massachusetts)
International Dance Studio
International Publications
International Songwriter Club
Emil F. Isenberg Music Publishing Co.
Jill Music Company
Jo-Ann Music Company
The Judson Press
J. & J. Kammen Music Co.
Kaymusic Publishers
Kelly Music Publications
P. J. Kennedy & Sons
Keystone Music Company
Knickerbocker Music Publishing Co.
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Jimmy Lambert & Harry Glick
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Claude Lapham Music Corp.
Latin-American Music Publishing Corp.
Lee-Roy-Lou Publishing Co.
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Sandy MacFarlane
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Magnolia Music Corporation
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Mallory Music Publications
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Mar-Lane Music Publishers
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Melody Moderne, Inc.

Memorie Music Publishing Co.
Mercury Music
Merit Music, Inc.
Merit Music Publishing Co.
Merritt Publications
Merrywood Publishers
Metropolitan Music Company
Metropolitan Music Publishers
Mike-Tunes
Milburn Music Publishers
Charles Miller
Miracle Music Company
Jean M. Missud
Modern Melodies Publishing Co.
Modern Standard Music Co.
Moderne Publications
Bob Mohr
Monarch Music Company
Monarch Music Publishing Co.
Monroe Publications
Moon Ray Music Publishers
Motley-Bryson-Johnson
Motor City Music Publishers
Mountain Music Company
Movieland Music Publishers
Grace M. Murray
Murray Music Company
Music City Copyrights
Music Makers Publishing Co.
Music Mart
Music Products, Inc.
Musicana, Inc.
Musico
National Association For Blind Composers, Inc.
National Music Corp.
Nationwide Songs, Inc.
Nelrod-Music Publishers
New Era Music Corporation
New York Music Publishing Co.
Newart Song Publications
Mrs. Dolorosa Niehoff
Oahu Publishing Company
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Palmer Music Company
Palomar Music Company
Pamaca Music Company
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Peer International Corporation
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Picadilly Music Company
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Portland Music Company
Pro Musica Publishing Co.
Process Music Publications
Progressive Music Publishers
Prosser Music Publishing Co.
Radio Music Publishers
Rainbow Melodies
Rainbow Music Publishers
Ray Music Publishing Co.
Raybert Music Co.
Record Music Publishing Co.
Redskin Publishing Co.
Regent Music Corporation
H. E. Rees Music Publishers
Reid & Singer Music Pub. Co.
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Remarque Music Publishing Co.
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Royal Music Publishing Co.
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Ruebush-Keiffer Company
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August Schael Company
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E. C. Schirmer Music Company
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Scholl Publishing Company
Schumann Music Company
Shelby Music Publishing Co.
Sheldon-Mitchell Pub. Corp.
Shermack Company
Shisler-Benkhart Publications
Murray Singer Music Pub. Co.
Skokie Music Company
Skylark Songs
Robert Elmer Smith
Rosina Sobeck
Carl Sobie
Society of Jewish Composers, Publishers and Songwriters
Song of the Month Associates
The Song Shop
Songtex Music Company
Sons Music Publishing Co.
Stan Host Melodies
Standard Publications
Stark Music Printing Company
Ted Steele Publishing Company
Arthur Steven Publications
Stevens Music Company
Stover Music Company
A. D. Stratton Music Company
Walter A. Stroube
Sudlik & Siegel
Sun Ray Music Publishers
Sunshine Music Company
Sweet Music Publications
Symbolic Music Publishing Co.
Syndicate Music Publishers, Inc.
Tele-Mus Publishing Co., Inc.
Televise Music Company
The Three Boys Music Company
G. M. Tidd
Timberland Publishing Co.
Toben Music Inc.
Lysle Tomerlin
Top Music Publishers, Inc.
Leo Eben Tourjee
Trans-America Music Publishers
Treasure Chest Publications, Inc.
Grant Colfax Tullar
Tune-Towne-Tunes
U. S. Music, Inc.
United Lutheran Publication House
Universal Music Sales
Urban Publications
Valiant Music Company
Van Brunt Publishing Company
Van Russ Music
Vance Music Company
Vanguard Songs, Inc.
Variety Music Company
Vavrin & King
Vernon Music Publishers
Waldorf Music Company
Warner Studio
Warren Publications
Jack Waverly
Jesse E. Weaver
Charles F. Weigle
Maurice O. Wells
Wesjav Music Corporation
West Coast Music Publishers
White Way Music Company
Wick Music Publishing Company
Williams & Williams
Meredith Willson
Wilson Publishing Company
Claude H. Witt
Murray Wizell Music Company
Woodland Music Company
World Melodies, Inc.
Worldwide Music Publishers
Wright Publishing Company
Neale Wrightman Publishers
Zoeller Music Company

S · E · S · A · C

By PAUL HEINECKE

President

SESAC is now the largest music performing rights organization in the broadcasting industry. SESAC now controls and makes available, without restriction, the music catalogs of over 100 leading American publishers. This vast storehouse of program material, including every type of music from swing to symphony and from hillbilly to opera, provides broadcasters with the complete answer to the program requirements of a station.

SESAC music is used by more radio stations than any other music because—

SESAC has licenses with 870 commercial radio stations in the U. S.

SESAC music is American music, our 140 publishers being located in 20 states from coast-to-coast.

SESAC publishers dominate their respective fields and include the largest publisher of American standard music—the largest publisher of American cowboy, Western and hillbilly music—the largest publisher of American band and patriotic music—the largest publisher of accordion music—the largest publishers of gospel and religious music for every denomination, etc.

SESAC music includes the best known compositions of such American composers as Edward MacDowell, Mrs. H. H. A. Beach, Bruno Huhn, Charles Wakefield Cadman, Victor Herbert, Rudolf Friml, etc.

SESAC is your "bread and butter" music—the diversified music that makes up the bulk of your 18-hour broadcasting day throughout the year. This music is used extensively by advertising agencies on virtually all commercial transcriptions. It provides a permanent part of the library service of all transcription companies, and because of the lasting quality of the music, it is also featured in motion pictures and on phonograph records.

SESAC exclusively pioneered every major advance in the music copyright field including clearance at the source on network programs, a competitive supply of diversified music, no restriction list, reasonable rates, negotiation of licenses by a station relations staff with actual broadcasting experience, a program service department and friendly cooperation.

SESAC is also proud to have been selected by the U. S. Treasury to act as its liaison with the broadcasting industry in the huge war bond campaign. Our station relations staff has now visited nearly every radio station on behalf of the Treasury to clarify problems in connection with war bond programs and has recommended Treasury citations of merit for hundreds of individual station executives for their outstanding work to the war bond campaign. SESAC will continue this liaison work until victory is won.

With 870 commercial radio stations maintaining blanket SESAC licenses, SESAC leads the field, but we regard this record not as an achievement but as a responsibility to the industry to maintain and to

extend our established policy of cooperation and to supply every broadcaster in America with the best music in America.

Use the SESAC Music Guide and the informative monthly SESAC Music Bulletins.

SESAC, its publishers, program service department and station relations staff are at your service.

Publisher Affiliates

Accordion Music Publishing Co., New York
  Deiro, Pietro
Adler (see Edition Adler)
Albright Music Company (see National Music Co.)
Alford, Harry L.; Chicago
Alkire Publications, Eddie, Easton, Pa.
Altschuler, J. (See "P. W. P.")
American Music, Inc., Portland, Ore., Hollywood, Cal.
  Cross & Winge, Inc.
Arct, M.; Warsaw
Ashmall Company, Wm. E (See McLaughlin & Reilly Co.)
Augsburg Publishing House; Minneapolis
Avalon Music Publishing Co. (See Stirling Music Publishing Co.)
Barnes, A. S. and Company, Inc.; New York
Barnhouse, C. L.; Oskaloosa, Iowa
Barwicki, K. T. (See "P. W. P.")
Beirly Company (See Chart Music Publishing House, Inc.)
Berge Music Co. (See McLaughlin & Reilly Co.)
Braun, Hubert J.; Chicago—New York
  Braun Music Co.
  Braun Organization, The
Broadcast Music Publishers (See National Music Company, Inc.)
Bryant Music Company; New York
Calbo, N.; Barcelona
Catholic Music Company (See McLaughlin & Reilly Co.)
Central Music Company (See Ramsey, Will M.)
Chart Music Publishing House, Inc.; Chicago
  Beirly Company, Alfred
  Coanacher, B.
  Huffer, Fred. K.
  Littig Music Publishing Co., Frank
  Warde, Harry
  Warner, F. Eugene
  Western Accordion Music Company
Clef Music Co.; New York
Coanacher, B. (See Chart Music Publishing House, Inc.)
Colombo, Alberto; Hollywood
Composers Press, Inc., The; New York
Cross & Winge, Inc. (See American Music, Inc.)
Culla, Antonio; Barcelona
Deiro, Pietro (See Accordion Music Publishing Co.)
Denison & Co., T. S.; Chicago
Di Bella, O.; New York
Do Re Mi Fa Casa Editora De Musica (See Ediciones Internacionales Fermata)
Ediciones Fermata (See Ediciones Internacionales Fermata)
Ediciones Internacionales Fermata: Buenos Aires (South American Publications)
Ediciones Musicales Pampa
  Do Re Mi Fa Casa Editora De Musica
Ediciones Internacionales Fermata, Warsaw (European Publications)
Ediciones Musicales Pampa (See Ediciones Internacionales Fermata)
Ediciones Rodoch (C. Rodriguez); Bilbao
Ediciones A. Urmeneta; Barcelona
Edition Adler; New York, N. Y.
Edition "Jastrzab" (See "P. W. P.")
  Rudnicky, Walery
  "W.J.R."
  Rzepecki, J.
Editions "Olympia" (See "P. W. P.")
Editions Pro Arte; Lwow (See "P. W. P.")
Eulenburg Ltd.; Ernest; London
Fairbank Company, H. W. (See National Music Co. Inc.
Fermata (See Ediciones Internationales Fermata)
Gebethner & Wolff; Warsaw
Gehrmans Musikforlag, Carl; Stockholm
Georgi & Vitak Music Co. (See Vitak-Elsnic Co.)
Gilbert Music Company (See McLaughlin & Reilly Co.)
Gornston, David; New York
Gospel Music Publications (See Hathaway, Franklin Earl)
Grabczewski, F.; Warsaw
Haberer-Helasco, Hermann; Madrid-Lisbon
  Solunastra Publications
Hall Music Co., The; Maryville, Tenn.
Hall & McCreary Co.; Chicago
Hanson, E. Eddy (See National Music Company, Inc.)
Harmonia Edition Publishing Co., New York
  Harmonie Publications
  Rondo Publications
Hart's Music Company (See National Music Co.)
Hartford Music Company, The; Hartford, Ark.
Hathaway, Franklin Earl, Music Publisher; Chicago
  Gospel Music Publications
Helasco (See Haberer-Helasco)
Henson Music Publisher, J. M., Atlanta, Ga.
Hoffman Company, Raymond A.; Chicago
Huffer Publications, Fred. K. (See Chart Music Publishing House, Inc.)
Idzikowski, Leon; Warsaw
Idzikowski, M.; Warsaw
Jastrzab (See Edition "Jastrzab")
Jewell Music Co., Fred; Worthington, Ind.
Keene, Inc., Hank; South Coventry, Conn.
Kelman Music Corp.; New York

King Music House, Inc.; K. L.; Fort Dodge, Ia
Kjos Music Co., Neil A.; Chicago, Beatrice and Max Krone
Krachtus, John; Chicago
Krone, Max & Beatrice (See Kjos Music Co.)
Lebendiger, Henryk (See Ediciones Internationales Fermata)
Littig Music Publishing Co., Frank (See Chart Music Publishing House, Inc.)
Liturgical Music Company (See McLaughlin & Reilly Co.)
McLaughlin & Reilly Co.; Boston, Mass.
Liturgical Music Company
Catholic Music Publishing Company including composition taken over from
Wm. E. Ashmall & Company
Berge Music Company
John Singenberger
Otto Singenberger
Gilbert Music Company
Mora, Jose; Barcelona
Music Press, Inc.; New York
Music Products Corporation; Chicago (See Frank Pallma-Music Publisher)
National Music Company; Fort Worth, Texas
National Music Company, Inc.; Chicago
Albright Music Company
Broadcast Music Publishers (See E. Eddy Hanson)
Fairbank Company, H. W.
Hart's Music Company
Popular Music Publications
Select Music Company
Standard Music Company (See Eddie Hanson)
Standard Songs (See Eddie Hanson)
Windsor Music Company including compositions taken over from:
E. Eddy Hanson
Nattrass-Schenck, Inc.; New York
Nowa Scena; Warsaw
Olympia (See Editions "Olympia")
Orduna, Leopoldo; Barcelona
Pagani, O., & Bro.; New York
Pallma Music Publisher, Frank; Chicago
Panella, Frank A.; Pittsburgh, Pa.
Parks Company, J. A., The; York, Neb.
Perry' Sons A. W.; Sedalia, Mo.
Polskie Towarzystwo Muzyki Wspolczes Nej; Warsaw (See "P. W. P.")
Popular Music Publications (See National Music Company (Company, Inc.)
Pro Arte (See Editions Pro Arte)
"PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers); Warsaw
Radio City Guitar Studio; New York
Ramsey, Will M., Little Rock, Ark.
Central Music Co.
Rodoch (See Ediciones Rodoch)
Rodriguez (See Ediciones Rodoch)
Rondo Publications (See Harmonia Edition)
Rudnicki, Walery (See Edition "Jastrzab")
Rzepecki (See Edition "Jastrzab")
Sajewski, W. H.; Chicago
Schmidt Co., The Arthur P.; Boston
Schmitt Music Company, Paul A.; Minneapolis
Schuberth, Edward, & Co., Inc.; New York
Select Music Company (See National Music Co.)
Seyfarth, G.; (See "P. W. P.")
Showalter Company, The A. J.; Dalton, Ga.
Simon, Frank; Middletown, Ohio
Singenberger, John (See McLaughlin & Reilly Co.)
Singenberger, Otto (See McLaughlin & Reilly Co.)
Sisk Music Company, The; Tocca, Ga.
Smith Music Co., Inc., Wm. J.; New York
Solunastra (See Haberer-Helasco)
Stahl, Wm. C.; Milwaukee
Stamps-Baxter Music & Printing Company, Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark.
V. O. Stamps Music Company
Stamps-Baxter Music Co.
Standard Music Company (See National Music Company, Inc.)
Standard Songs (See National Music Company, Inc.)
Stirling Music Publishing Co.; New York
Avalon Music Publishing Co.
Tennessee Music & Printing Company; Cleveland Tenn.
Thorsings Musikforlag, Alfred; Copenhagen
Towarzystwo Wydawnicze Muzyki Polskiej; Warsaw (See "P. W. P.")
Union de Compositores; Barcelona, Spain
Urgelles, J.; Barcelona, Spain
Urmeneta (See Ediciones A. Urmeneta)
Vaughan, James D.; Lawrenceburg, Tenn.
Vitak-Elsnic Co.; Chicago
Georgi & Vitak Music Co.
Warde, Harry (See Chart Music Publishing House, Inc.)
Warner, F. Eugene (See Chart Music Publishing House, Inc.)
Warszawskie Towarzystwo Muzycne (Warsaw Music Society); Warsaw
Weaner, Maxwell (See Weaner-Levant Publications)
Weaner-Levant Publications, New York
Weaner, Maxwell
Western Accordion Music Company (See Chart Music Publishing House, Inc.)
Whitney Blake Music Publishers; New York
Windsor Music Company (See National Music Co., Inc.)
Winsett, R. E.; Dayton, Tenn.
"W.J.R." (See Edition "Jastrzab")
Yanguas, Mariano; Madrid
"Zaiks" Zwiazku Autorow, Kompozytorow I Wydawcow; Warsaw
(Authors-Composers and Publishers Association of Poland (See "P. W. P.")
Zalewski, B. J.; Chicago

MUSIC PUBLISHERS
A NATION-WIDE LISTING

— A —

A-1 Music Publishers of America, 580 Fifth Ave., New York City.

ABC Music Corp., 799 Seventh Avenue, New York City.

Abingdon-Cokesbury Press, 150 Fifth Avenue, New York City.

Abrahams (Maurice) Music Co., Inc., 522 West End Ave., New York City.

Accordion Music Publishing Co., 46 Greenwich Avenue, New York City.

Acme Music Co., 1674 Broadway, New York City.

Acme Music Corp., 562 Fifth Avenue, New York City.

Advanced Music Corp., 1250 Sixth Avenue, New York City.

Affiliated Music Corp., 23 West 47th Street, New York City.

Ager, Yellen & Bornstein, Inc., 745 Seventh Avenue, New York City.

Ahlert & Lewis Music Publishers, 10 West 96th Street, New York City.

Albin Tunes Publishers, 2349 Honolulu Avenue, Montrose, Calif.

Alfred Music Co., 145 West 45th Street, New York City.

Alford, Harry L., 190 North State Street, Chicago, Ill.

Alkire Publications, Eddie, Easton, Pa.

Allen Intercollegiate Music, Inc., 67 West 44th Street, New York City.

Allen, Thornton W., Co., 67 West 44th St., New York City.

Allied Music Corp., 204 East 4th St., Cincinnati, Ohio.

Alpha Music Co., 110 West 42nd Street, New York City.

Alvin Music Corp., 1650 Broadway, New York City.

Ambassador Music, Inc., 1619 Broadway, New York City.

American Academy of Music, Inc., 1619 Broadway, New York City.

American Melodies, 4848 Michigan Avenue, Chicago. Ill.

American Music, Inc., Studio Bldg., Portland, Ore.

American Music Publishing Co., 1695 Broadway, New York City.

Am-Rus Music Corporation, 37 West 57th Street, New York City.

Amsco Music Publishing Co., Inc., 1600 Broadway, New York City.

Antony (Frank) Music Publisher, 145 West 45th Street, New York City.

Apex Music, Inc., 113 West 48th Street, New York City.

Apollo Music Co., 301 West 41st Street, New York City.

Appleton, D., Century Co., 35 West 32nd Street, New York City.

Arberne Music Co., 1587 Broadway, New York City.

Art Music Co., 1658 Broadway, New York City.

Art-I-So Music, 1270 Sixth Avenue, New York City.

Artists Music Corp., 8 West 49th Street, New York City.

Ascher, Emil, Inc., 315 Fourth Avenue, New York City.

Ascot Publishing House, 1674 Broadway, New York City.

Associated Music Publishers, Inc., 25 West 45th Street, New York City.

Astor Music Corp., 340 Main Street, Worcester, Mass.

Atlas Music Corp., 1250 Sixth Avenue, New York City.

Augsburg Publishing House, 425 South 4th Street, Minneapolis, Minn.

Augustana Book Concern, Rock Island, Illinois.

Axelrod Publications, Inc., 51 Snow Street, Providence, R. I.

— B —

Bach Music Co., 8 Irvington Street, Boston, Mass.

Bach Music Publishers, 40 Peach Tree Arcade, Atlanta, Ga.

Back Bay Music Co., 168 Tremont St., Boston, Mass.

Ball Music Pub. Co., 6912 Hollywood Blvd., Hollywood, Calif.

Barnes, A. S., and Company, Inc., 67 West 44th Street, New York City.

Barnhouse Co., C. L., Oskaloosa, Ia.

Baron, M., Inc., 8 West 45th St., New York City.

Barres Publications, 545 Fifth Avenue, New York City.

Barton Music Corp., 1619 Broadway, New York City.

Beacon Music Co., 1619 Broadway, New York City.

Beacon Press, 25 Beacon Street, Boston, Mass.

Bell Music Co., 20 East Jackson Blvd., Chicago, Ill.

Bell Tone Music Publishing Co., 75 Hamilton Terrace, New York City.

Belwin, Inc., 43 West 23rd Street, New York City.

Berger Pub. Co., 1729 East 14th Street, Brooklyn, N. Y.

Berklay Music Co., 615 East 33rd Street, Baltimore, Md.

Berlin, Irving, Inc., 799 Seventh Avenue, New York City.

Best Music, Inc., 498 Boylston Street, Boston, Mass.

Beverly Music Co., 300 North Oakhurst Drive, Beverly Hills, Calif.

Birchard, C. C., & Co., 221 Columbus Avenue, Boston, Mass.

Blake, Whitney, Music Publisher, 1585 Broadway, New York City.

Blank, S., 190 East Second Street, New York City.

Blau (Larry) Music Co., 711 Eighth Avenue, New York City.

Block, Martin, Publishing Co., 501 Madison Ave., New York City.

Blue Circle Music Publications, 1595 Broadway, New York City.
Bluestone-Bernard Music Publishers, 7107 Hillside Avenue, Hollywood, Calif.
Bomart Pub. Co., 1619 Broadway, New York City.
Bond (Carrie Jacobs) & Son, 3 East 43rd Street, New York City.
Boone Publishing Co., Box 200, Des Moines, Ia.
Boosey-Hawkes-Belwin, Inc., 43 West 23rd Street, New York City.
Boston Music Co., 3 East 43rd Street, New York City.
Brainard's (S.) Sons Co., R. F. D. No. 4, Pottstown, Pa.
Brashear Music Co., Trinity Court, Boston, Mass.
Braun Music Co., 1619 Broadway, New York City, and 609 South Paulina Street, Chicago, Ill.
Bregman, Vocco & Conn, Inc., 1619 Broadway, New York City.
Brehne Associates, 4708 - 31st Avenue, Astoria, L. I., N. Y.
Briegel, George F., Inc., 1270 Sixth Avenue, New York City.
Brill, D. Dudley, 61 Broadway, New York City.
Broadcast Music, Inc., 580 Fifth Ave., New York City.
Broadway Music Corp., 1619 Broadway, New York City.
Brokel Studios, 64 East Jackson Blvd., Chicago, Ill.
Brown & Edwards, Wilmington, Dela.
Brown & Henderson, Inc., 1619 Broadway, New York City.
Bryant Music Co., 113 West 57th Street, New York City.
Bucher, Roland C., 166 Montague St., Brooklyn, N. Y.

— C —

C. & M. Music Co., Conrad Bldg., Providence, R. I.
Caesar, Irving, 1619 Broadway, New York City.
California Music Publishers, 1313 North Highland, Hollywood, Calif.
Cameron Music Co., 48 West 48th Street, New York City.
Campbell (Jimmy) Publications, Inc., 799 Seventh Avenue, New York City.
Campbell, Loft & Porgie, 1619 Broadway, New York City.
Candell-Ford Music Co., 1674 Broadway, New York City.
Cantara Music Pub. Co., 1509 North Vine Street, Hollywood, Calif.
Cantrell Music Publications, 2190 W. Adams Blvd., Los Angeles, Calif.
Capitol Music Co., Terminal Sales Bldg., Seattle, Wash.
Carlton & Dixon, Walter P. Storey Bldg., Los Angeles, Calif.
Carlton, Joseph, 313 West 51st Street, New York City.
Carr-Hildy Music Co., 2659 Connecticut Avenue N. W., Washington, D. C.
Casivant, Eugene, 58 Canal Street, Waterbury, Conn.
Cason Music Corp., 163-18 Jamaica Avenue, Jamaica, L. I., N. Y.
Century Music Publishing Co., 231 West 40th Street, New York City.
Champion Music Co., 1587 Broadway, New York City.
Charm Music Co., 35 West 64th Street, New York City.
Chappell & Co., Inc., 1270 Sixth Avenue, New York City.
Chart Music Publishing House, Inc., 506 S. Wabash, Chicago, Ill.
Chase Music Co., 410 North Michigan Blvd., Chicago, Ill.
Chateau Publications, 2733 Kensington Ave., Philadelphia, Pa.
Cheatham, Frederick C., 1108 North 27th Street, Richmond, Va.
Cherio Music Publishers, 1585 Broadway, New York City.
Church, John, Co., 1712 Chestnut Street, Philadelphia, Pa.
Cinema Songs, Inc., 1270 Sixth Ave., New York City.
Cine-Mart Music Publishing Co., 6912 Hollywood Blvd., Hollywood, Calif.
Circle Music Publications, Inc., 1270 Sixth Avenue, New York City.
Clark, Kenneth S., 1657 Broadway, New York City.
Clef Music Co., 1619 Broadway and 152 West 42nd Street, New York City.
Clow, O. B., 319 N. Eye Street, Tacoma, Wash.
Coast to Coast Music Corp., 8 West 49th Street, New York City.
Cole, M. M. Publishing House, 823 S. Wabash Avenue, Chicago, Ill.
Coleman, Robert H., Burt Bldg., Dallas, Texas.
Collins, Francis Joseph, 433 West Washington Avenue, Elmira, N. Y.
Collwill Corp., 1819 Broadway, New York City.
Colombo, Alberto, 530 North Cahuenga Blvd., Hollywood, Calif.
Colonial Music Publishing Co., 168 West 23rd St., New York City.
Composers Music Corp., 120 Broadway, New York City.
Composers Press, Inc., 853 Seventh Avenue, New York City.
Concord Music Publishing Co., 20 West 47th Street, New York City.
Concordia Publishing House, Jefferson Ave. & Miami St., St. Louis, Mo.
Connors-Wilkins, 720 North Pearl St., Albany, N. Y.
Cooper Music, Inc., 1650 Broadway, New York City.
Cornell Music Co., 6425 Hollywood Blvd., Hollywood, Calif.
Coronet Music Corp., 1619 Broadway, New York City.
Coronet Songs, 742 North June St., Hollywood, Calif.
Coslow Music Co., 6912 Hollywood Blvd., Hollywood, Calif.
Country Music, 830 South Michigan Ave., Chicago, Ill.
Courtney (Alan) Music Co., 1619 Broadway, New York City.
Crawford Music Corp., 1270 Sixth Ave., New York City.
Crescent Music Co., 1585 Broadway, New York City.
Curtis, L. B., Music Publisher, 1595 Broadway, New York City.

— D —

D. S. Publishing Co., 30 Rockefeller Plaza, New York City.
Dash Connelly, Inc., 1619 Broadway, New York City.
Davidson & Maxon Music Publishers, 1313 North Highland Ave., Hollywood, Calif.
Davis, Joe, Music Co., 1619 Broadway, New York City.
Davis & Ostergard, 2090 West Jefferson Blvd., Los Angeles, Calif.
Deas (Edward C.), 5718 Wabash Avenue, Chicago, Ill.
Deaton Music Co., Montgomery, Alabama.
Debin Music Co., 1619 Broadway, New York City.
DeCimber Music Publishers, P. O. Box 1778, Milwaukee, Wisc.
Del Cal Theatres, Inc., 651 South Dunsmuir, Los Angeles, Calif.

Dellon, Harold, Music Co., 3711 Euclid Ave., Cleveland, Ohio.
Denison, T. S., & Co., 203 N. Wabash, Chicago, Ill.
Denton & Haskins Corp., 1658 Broadway, New York City.
Deseret Book Co., 44 East South Temple, Salt Lake City, Utah.
Desmoni, Martin J., 1501 Broadway, New York City.
Devoe (Jack), 14955 State Fair East, Detroit, Mich.
Di Bella, O., 162 East 116th Street, New York City.
Ditson, Oliver, Co., Inc., 1712 Chestnut Street, Philadelphia, Pa.
Dixie Music Pub. Co., 1674 Broadway, New York City.
Donaldson, Douglas & Gumble, Inc., 1619 Broadway, New York City.
Don Santos Pub. Co., 55 Orleans St., Rochester, N. Y.
Doraine Music Publishing Co., 1619 Broadway, New York City.
Dorset Publications, 345 W. 55th St., New York City.
Dorsey (Thomas A.), 755 Oakwood Blvd., Chicago, Ill.
Dunlop, Merrill, 825 Barry Avenue, Chicago, Ill.
Dynamic Music Co., 2136 Laurel Canyon Blvd., Hollywood, Calif.

— E —

E and R Music Co., 1619 Broadway, New York City.
Eastern Music Publications, 620 West 150th Street, New York City.
Ecoma Music Co., 1522 North Detroit St., Hollywood, Calif.
Edition, Adler, 113 West 42nd Street, New York City.
Edition Musicus—New York, 23 West 47th Street, New York City.
Edwards Music Co., 1619 Broadway, New York City.
Elkan-Vogel Co., Inc., 1716 Sansom Street, Philadelphia, Pa.
Embassy Music Corp., 1619 Broadway, New York City.
Embee Music, Inc., 501 Madison Avenue, New York City.
Emcee Pub. Co., 360 South Doheny, Beverly Hills, Calif.
Empire Music Publishing Co., 1587 Broadway, New York City.
Encore Music Publications, Inc., 1674 Broadway, New York City.
Englewood Music House, 516 Englewood Avenue, Chicago, Ill.
Ensemble Music Press, Drawer K, East Northport, N. Y.
Enterprise Publications, 430 South Broadway, Los Angeles, Calif.
Esquire Music Co., 1619 Broadway, New York City.
Essex Publishing Co., Dover, N. J.
Evans Music Co., 86 Essex Street, Boston, Mass.
Excelsior Music Publishing Co., 1650 Broadway, New York City.

— F —

Famous Music Corp., 1619 Broadway, New York City.
Feist, Leo, Inc., 799 Seventh Ave., New York City.
Fillerdelphia Music Co., 721 South Street, Philadelphia, Pa.
Fillmore Music House, 528 Elm Street, Cincinnati, Ohio.
Fine Songs, 40 West 84th Street, New York City.
Fischer, Carl, Inc., 56 Cooper Square, New York City.
Fischer, J., & Bro., 119 West 40th Street, New York City.
Fisher, Fred, Music Co., Inc., 1619 Broadway, New York City.
Fitzsimmons, H. T., Co., Inc., 23 East Jackson Blvd., Chicago, Ill.
Flammer, Harold, Inc., 10 East 43rd Street, New York City.
Flaschner, O., Music Co., 47 West 43rd Street, New York City.
Foley, Charles, 4 East 46th Street, New York City.
Forest Glen Music Publishers, 424 Diversey Parkway, Chicago, Ill.
Foreign & Domestic Music Corp., 126 West 46th Street, New York City.
Forster Music Publisher, Inc., 218 South Wabash, Chicago, Ill.
Fountain Music Co., 36 East 5th Street, Cincinnati, Ohio.
"440" Music Pub. Co., 529 East Potter Avenue, Milwaukee, Wis.
Fowler Music Co., 1587 Broadway, New York City.
Fox, Sam, Publishing Co., 1250 Sixth Avenue, New York City.
Frederic (Will) Music Publishers, Minneapolis, Minn.
Freed & Hall Music Publishers, 1535 North Vine St., Hollywood, Calif.
Freeman Music Co., 114 Madison Street, Cortland, N. Y.
Freeman Associates, 140 Roseville Avenue, Newark, N. J.
Free Methodist Publishing House, Winona Lake, Ind.
Frey (Fran) & Co., 5507 Hollywood Blvd., Hollywood, Calif.

— G —

G. M. S. Music Pub. Co., 2818 Montebello Terrace, Baltimore, Md.
Gaal & Fillie Music Publishers, 1587 Broadway, New York City.
Gabler (C. J.), 1310 South 12th Street, Omaha, Neb.
Gabor (Donald H.), 250 West 57th Street, New York City.
Galaxy Music Corp., 17 West 46th Street, New York City.
Gale (Bill), 5024 61st Street, Woodside, L. I., N. Y.
Gamble Hinged Music Co., 228 S. Wabash Avenue, Chicago, Ill.
Gamma Music, Inc., 527 Fifth Avenue, New York City.
Garrick Music Publications, 2157 North Avers Ave., Chicago, Ill.
Gem Music Corp., 1619 Broadway, New York City.
Georgeoff, Evan, Music Publishing Co., 1650 Broadway, New York City.
Gerard Music Co., 1619 Broadway, New York City.
Gershwin, George, Publishing Corp., 1270 Sixth Avenue, New York City.
Gilbert, L. Wolfe, Music Publishing Co., 6912 Hollywood Blvd., Hollywood, Calif.
Goodman Music Co., 42 Thayer St., Rochester, N. Y.
Gordon, Hamilton S., Inc., 1250 Sixth Avenue, New York City.
Gordon, Kaufman & Real, Inc., 1650 Broadway, New York City.
Gornston, David, 117 West 48th Street, New York City.
Gotham Music Service, 1619 Broadway, New York City.
Graham & Kihorny, 2131 Bonita Drive, Glendale, Calif.
Graham Music Co., 2012 Jefferson St., Bluefield, W. Va.
Graham, Harold L., 6033 S. E. Stark Street, Portland, Ore.

Grand Music Co., 1619 Broadway, New York City.
Gray, H. W., Co., Inc., 159 East 48th Street, New York City.
Great Songs Press, Baxter Station, Louisville, Ky.
Greater New York Music Corp., 1619 Broadway, New York City.
Green Bros. & Knight, Inc., 1619 Broadway, New York City.
Green (J.) Publications, 1175 East 21st Street, Los Angeles, Calif.
Greene-Revel, Inc., 1537 North Vine Street, Hollywood, Calif.
Greenwood (Livingston), 217 Pine Street, Seattle, Wash.
G. V. C. Music Publishing Co., 152 West 42nd Street, New York City.

— H —

Hall & McCreary Co., 434 S. Wabash, Chicago, Ill.
Hall-Mack Co., Winona Lake, Ind.
Hall Music Co., Maryville, Tenn.
Hampton Publications, Inc., 400 Madison Avenue, New York City.
Handy Bros.' Music Co., Inc., 1587 Broadway, New York City.
Harman Music, Inc., 1619 Broadway, New York City.
Harmonia Edition Publishing Co., 202 West 83rd Street, New York City.
Harmony House, 1595 Broadway, New York City.
Harmony Music Publishers, 64 East Jackson Blvd., Chicago, Ill.
Harmony Publishers, 830 Lyon & Healy Bldg., Chicago, Ill.
Harms, Inc., 1250 Sixth Avenue, New York City.
Harms, T. B., Co., 1270 Sixth Avenue, New York City.
Harrington, Clare, 120 Cabrini Blvd., New York City.
Harris, Charles K., 701 Seventh Avenue, New York City.
Harris (Thoro), Eureka Springs, Ark.
Hartford Music Co., Hartford, Ark.
Harvest Songs Co., 1595 Broadway, New York City.
Hathaway, Franklin Earl, 7814 Bennett Ave., Chicago, Ill.
Haviland, F. B., Publishing Co., 114 W. 44th Street, New York City.
Hawaii Conservatory Pub. Co., 741 South Western Ave., Los Angeles, Calif.
Hay (Bob), 17 Curry Avenue, Newport, R. I.
Heltman (Fred) Co., 414 Prospect Avenue, Cleveland, O.
Henson Music Co., J. M., 120 Hunter Street, S. E., Atlanta, Ga.
Herald Publishing House, 103 South Osage Street, Independence, Mo.
Herbert Publications, 1619 Broadway, New York City.
Herder (B.) Book Co., 15-17 South Broadway, St. Louis, Mo.
Herrick (Lyman S.), R.F.D. No. 2, Norway, Maine.
Hill, James F., & Co., 8 West 45th Street, New York City.
Hills (Johnny), 7607 West 62nd Place, Argo, Illinois.
Hill Music Publishing Co., 101 E. Leigh Street, Richmond, Va.
Hinds, Hayden & Eldridge, Inc., 580 Fifth Avenue, New York City.
Hitchcock Pub. Co., 38 John Street, New York City.
Hoffman (Carrie), 910 Alberta Street, Ferndale, Mich.
Hoffman Co., Raymond A., 509 S. Wabash, Chicago, Ill.
Hoffman (Raymond A.) Co., 509 South Wabash Ave., Chicago, Ill.
Holdsworth & Leopold, 2131 Ivar Avenue, Hollywood, Calif.
Hollywood Hit Publishers, 715 Citizens Bldg., Cleveland, Ohio.
Hollywood Music Sales, Box 247, Hollywood, Calif.
Hollywood Songs, Inc., 1250 Sixth Avenue, New York City.
Hope Publishing Co., 5707 W. Lake Street, Chicago, Ill.
Horoscopes In Song, 3518 West 110th Street, Inglewood, Calif.
Horvath (Joseph), 1 Laurel Street, Farmingdale, L. I., N. Y.
Howard (Jack) Publications, 2733 Kensington Avenue, Philadelphia, Pa.
Hub Publishing Co., 133 Essex Street, Boston, Mass.
Hummel Publishing Company (E.), Cincinnatus, New York.
Huntzinger, Inc., R. L., 137 West 4th Street, Cincinnati, Ohio.

— I —

Immortal Music Pub. Co., 52 West 76th Street, New York City.
Imperial Music Publishing Co., 1587 Broadway, New York City.
Independent Music Publishers, 205 East 42nd Street, New York City.
Independent Music Publishers, Hachita, New Mexico.
Independent Music Publishers, 149 Boardman Avenue, Melrose, Mass.
Indigo Music, Inc., 1501 Broadway, New York City.
International Music Co., 509 Fifth Avenue, New York City.
International Publications, 2030 East 7th Street, Los Angeles, Calif.
International Songwriter Club, 2820 Lincoln Avenue, Chicago, Ill.
Isenberg (Emil F.) Music Pub. Co., Troy, Ill.

— J —

J. P. Music Co., 1619 Broadway, New York City.
Jacobs (Al) Publications, 101 West 55th Street, New York City.
Jacobs, Walter, Inc., 120 Boylston Street, Boston.
Jenkins Music Co., 1217 Walnut St., Kansas City, Mo.
Jewel Music Publishing Co., Inc., 1674 Broadway, New York City.
Jewell (Fred) Music Co., Worthington, Ind.
Jill Music Co., 4212 Teesdale Avenue, North Hollywood, Calif.
Jo-Ann Music Co., 67 West 44th Street, New York City.
Johnson (Elizabeth), 1801 Pine Street, Philadelphia, Pa.
Johnson (Harry H.), 170-A Tremont Street, Boston, Mass.
Jones Music Corp., Isham, 1619 Broadway, New York City.
Judson Press, 1701 Chestnut Street, Philadelphia, Pa.
Jungnickel, Inc., Ross, 200 West 85th Street, New York City.

— K —

Kammen, J. & J., Music Co., 1619 Broadway, New York City.
Kanes Music Publishers, 1650 Broadway, New York City.
Kanner Music Publishing Co., 343 West 87th Street, New York City.
Karch (Hank), 121 East 4th Street, Cincinnati, O.

Karczag Publishing Co., 62 West 45th Street, New York City.
Kay & Kay Music Publishing Corp., 1658 Broadway, New York City.
Kaymusic Publishers, 778 Mcdonough Street, Brooklyn, N. Y.
Keane, Michael, Inc., 113 West 57th Street, New York City.
Keene, Inc., Hank, South Coventry, Conn.
Keller (Con), 850 Oragmont Avenue, Berkeley, Calif.
Keller (Leo D.), 17 Maryland Street, Rochester, N. Y.
Kelly Music Publications, 19 Pennell Street, Franklin, Pa.
Kelman Music Corp., 1674 Broadway, New York City.
Kelton-Romm Music Co., 250 West 49th Street, New York City.
Kendis Music Corp., 1587 Broadway, New York City.
Kennedy (P. J.) & Sons, 12 Barclay Street, New York City.
Keystone Music Co., 1619 Broadway, New York City.
King (Charles E.), Honolulu, T. H.
King Music House, Inc., K. L., Fort Dodge, Iowa.
Kjos, Neil A., Music Co., 14 West Lake Street, Chicago, Ill.
Knickerbocker Music Publishing Co., 1619 Broadway, New York City.
Kolbert (Marguerite) Productions, 600 Michigan Theatre Bldg., Detroit, Mich.
Krachtus, John, 1574 North Halsted Street, Chicago, Ill.
Krygier (Joseph), 3132 Richmond Street, Philadelphia, Pa.

— L —

Lacinte (Joseph), 1595 Broadway, New York City.
Lambert (Jimmy) and Harry Glick, 1527 Mohawk Street, Los Angeles, Calif.
Lang-Worth Publications, Inc., 420 Madison Avenue, New York City.
Lapham, Clude, Music Publications, 1674 Broadway, New York City.
Latin-American Music Pub. Corp., 1776 Broadway, New York City.
Latino Music Corp., 799 Seventh Avenue, New York City.
Leal, Felipe Valdi, 408 N. Main St., Los Angeles, Calif.
Leeds Music, Inc., 1270 Sixth Avenue, New York City.
Lehman (L. P.) & Staff, Downtown Church, Washington, Pa.
Leslie, Inc., Edgar, 59 West 46th Street, New York City.
Levison-Evans Music Corp., 336 West 24th Street, New York City.
Lewis Music Publishing Co., Inc., 1619 Broadway, New York City.
Lexington Music Co., Inc., 9 Rockefeller Plaza, New York City.
Liberty Music Publishers, P. O. Box 2206, Hollywood Sta., Hollywood, Calif.
Lincoln Music Corp., 1619 Broadway, New York City.
Lindenschmidt, William, 103 Maple St., Salina, Mich.
Lind Music Company, 304 Cac Building, Cleveland, Ohio.
Lin-Gale Music, 5024 61st Street, Woodside, L. I., N. Y.
Loeb Lissauer, Inc., 1619 Broadway, New York City.
London Music Corp., 608 Fifth Ave., New York City.
Long (J. Baxter), Elon College, North Carolina.
Lorenz Publishing Co., 501 East 3rd St., Dayton, Ohio.
Lowden (C. Harold), Box 266, Camden, N. J.
Lucky Music Publishers, 347 East 61st Street, New York City.
Lucky Music Publishers, 347 East 61st Street, New York City.
Ludwig Music Publishing Co., 414 W. Superior Ave., Cleveland, Ohio.
Lutheran Book Co., 55 Main Street, Columbus, Ohio.
Luz Bros., 1674 Broadway, New York City.

— M —

Mac Angelo, 1770 East 172nd Street, Bronx, N. Y.
MacGregor, Grant, 5079 Lemon Grove Ave., Hollywood, Calif.
Mackley Music Publishing Co., 3165 Grand River Ave., Detroit, Mich.
McClaren (Everett F.), 401 Florence Avenue, New Castle, Pa.
McClure Music Co., 6047½ Hollywood Blvd., Hollywood, Calif.
McDaniel (Joe) Music Co., Box 169, Elizabeth City, No. Car.
Madison Music Co., 1674 Broadway, New York City.
Maestro Music Co., 6425 Hollywood Blvd., Hollywood, Calif.
Magna Music Publications, 1674 Broadway, New York City.
Magnolia Music Corp., 1619 Broadway, New York City.
M & F Music Publishers, 40 East Oak St., Chicago, Ill.
Majestic Music Co., 48 West 48th St., New York City.
Major Music, Inc., 2085 Valentine Avenue, New York City.
Mammoth Music Corp., 1658 Broadway, New York City.
Manhattan Publications, 799 Seventh Avenue, New York City.
Mann Music Publishing Co., 1585 Broadway, New York City.
Mansfield (Frank) Music Pub. Co., 1585 Broadway, New York City.
Marchant (J. C.) Co., 416 West 33rd Street, New York City.
Marks, Edward B., Music Corp., 1250 Sixth Avenue, New York City.
Marlo Music Corp., 1270 Sixth Ave., New York City.
Marsales (Frank), 1204 West 22nd Street, Los Angeles, Calif.
Martin's Studio of Gospel Music, 69 East 43rd Street, Chicago, Ill.
Master Music Publishers, 1674 Broadway, New York City.
Mathews (James), 700 East Broadway, Hopewell, Virginia.
Mathieson (Hugh), 454 Court Street, Brooklyn, N. Y.
Maurice, Inc., Peter, 1270 Sixth Avenue, New York City.
Mayfair Music Co., 1619 Broadway, New York City.
Mayo Music Corp., 1619 Broadway, New York City.
Maytone Music Publishers, 1585 Broadway, New York City.
McFarlane, Thomas M., 40 Court Street, Boston, Mass.
McLaughlin & Reilly Co., 100 Boylston Street, Boston, Mass.
McLean Music Co. (Gene), Dayton, Ohio.
Med-Rik Music Pub. Co., 156 West 44th Street, New York City.

Mellow Music Pub. Co., 1695 Broadway, New York City.
Melo-Art Music Publishers, 1674 Broadway, New York City.
Melody Lane, Inc., 1509 N. Vine Street, Hollywood, Calif.
Melody Moderne, Inc., 1345 Francisco Street, Berkeley, Calif.
Melody Publishing Co., 36 East 23rd Street, New York City.
Melrose Music Corp., 1619 Broadway, New York City.
Mendelsohn, Jack, 1333 Fifth-first Street, Brooklyn, N. Y.
Menges Music Pub. Co., 10115 Flora Avenue, Cleveland, Ohio.
Mercury Music Co., 231 West 40th Street, New York City.
Merit Music Publishing Co., 701 Seventh Ave., New York City.
Merrell-Schwarz, 36 East 5th Street, Cincinnati, O.
Merrywood Publishers, 6425 Hollywood Blvd., Hollywood, Calif.
Metro Music Co., 64 Second Avenue, New York City.
Metropolitan Music Co., 222 Fourth Ave., New York City.
Metropolitan Music Publishers, The Strathmore, West Alexandrine, Detroit, Mich.
Metropolitan Music Co., 207 East 23rd Street, Houston, Texas.
Metropolitan Music Publishers, The Strathmore, W. Alexandrine, Detroit, Mich.
Mike-Tunes, 4041 Ellis Avenue, Chicago, Ill.
Milburn Music Publishers, 74 West 50th Street, New York City.
Miller, Bob, Inc., 1619 Broadway, New York City.
Miller-Grau, 402 South Oakland Ave., Pasadena, Calif.
Miller Music, Inc., 1629 Broadway, New York City.
Mills Music, Inc., 1619 Broadway, New York City.
Miracle Music Co., 1011 Chestnut Street, Philadelphia, Pa.
Missud, Jean M., 580 Fifth Avenue, New York City.
Modern Melodies Publishing Co., 1587 Broadway, New York City.
Modern Standard Music Co., 54 West Randolph Street, Chicago, Ill.
Monarch Music Co., 1270 Sixth Avenue, New York City.
Monarch Music Pub. Co., P. O. Box 414, North Hollywood, Calif.
Monroe Publications, 937 H Street, N. W., Washington, D. C.
Moon Ray Publishers, 2368 First Avenue, New York City.
Moore (William H.) Jr., 75 Hamilton Terrace, New York City.
Morris (Edwin H.) & Co., Inc., 1619 Broadway, New York City.
Morris Music Pub. Co., 1023 Arch Street, Philadelphia, Pa.
Motley-Bryson-Johnson, 6569 Stanford Street, Detroit, Mich.
Motor City Music Publishers, 6915 Mack Avenue, Detroit, Mich.
Mountain Music Co., 1776 Broadway, New York City.
Movietone Music Corp., 1250 Sixth Avenue, New York City.
Mumil Publishing Co., 1140 Broadway, New York City.
Murray (Grace M.), 4118 Fernhill Avenue, Baltimore, Md.
Murray Music Co., 1585 Broadway, New York City.
Musette Publishers, 113 W. 57th Street, New York City.
Musicana, Inc., 25 W. 54th Street, New York City.
Music City Copyrights, 729 S. Western Avenue, Hollywood, Calif.
Music Mart, 532 Sixteenth Street, Oakland, Calif.
Music Press, Inc., 113 West 57th Street, New York City.
Musicana, Inc., 25 West 54th Street, New York City.
Musicnote Music Co., 225 West 46th Street, New York City.
Musico, 1811 North Whitley Avenue, Hollywood, Calif.
Music Products Corporation, 28 East Jackson Street, Chicago, Ill.
Music Publishers Holding Corp., 1250 Sixth Avenue, New York City.
Music Service Co., 170-A Tremont Street, Boston, Mass.
Mutual Music Society, Inc., 1270 Sixth Ave., New York City.

— N —

N. K. Music Company, Box 1803, Hollywood, Calif.
Nankivell (Louise), 900 North Karlov Avenue, Chicago, Ill.
National Association Blind Composers, Inc., Winnebago, Ill.
National Grange Monthly, Springfield, Mass.
National Music Co., Fort Worth, Tex.
National Music Co., 306 South Wabash Avenue, Chicago, Ill.
The Nationwide Songs, 366 Madison Ave., New York City.
Nattrass-Schenck, Inc., 145 West 45th Street, New York City.
Nazarene Publishing House, 2923 Troost Avenue, Kansas City, Mo.
Nelrod-Music Publishers, 1376 Pearl Street, Denver, Colo.
Newart Song Publications, 1207 Carbon Street, Syracuse, N. Y.
New Era Music Corp., 17 East 49th Street, New York City.
New World Music Corp., 1250 Sixth Avenue, New York City.
New York Music Publishing Co., 366 Madison Avenue, New York City.
Nicomede Music Co., Altoona, Pa.
Niehoff (Mrs. Dolorosa), R. R. No. 8, Greensburg, Ind.
Niksch (Donald E.), Lincoln Highway, Hobart, Ind.
Noble Music Co., Inc., 1619 Broadway, New York City.
Noel (M.), 1547 Broadway, New York City.
Nola Music Publications, 1619 Broadway, New York City.

— O —

Oahu Publishing Co., 2108 Payne Avenue, Cleveland, Ohio.
O'Flynn (Charles) Publications, 113 West 57th Street, New York City.
Olman Music Corp., 1619 Broadway, New York City.
Orange Music Publishers, 1619 Broadway, New York City.
Otten & Kemp, 847 Whitelock Street, Baltimore, Md.
Owens (Harry), 3502 Larga Avenue, Los Angeles, Calif.
Owens-Kemp, 6425 Hollywood Blvd., Hollywood, Calif.

— P —

O. Pagani & Bro., 289 Bleecker Street, New York City.
Pallma (Frank) Music Publisher, 509 South Wabash Avenue, Chicago, Ill.
Palmer Music Co., 2000 North Highland Avenue, Hollywood, Calif.
Palomar Music Co., 1674 Broadway, New York City.

Pampa Music Publishing Assn., Inc., 1619 Broadway, New York City.
Pan-American Music Co., Inc., 1270 Sixth Avenue, New York City.
Panella, Frank A., 273 Clearview Avenue, Pittsburgh, Pa.
Paragon Music Pub. Co., 1674 Broadway, New York City.
Paramount Music Corp., 1501 Broadway, New York City.
Parks Company, J. A., City National Bldg., York, Nebr.
Paull-Pioneer Music Corp., 1657 Broadway, New York City.
Peer International Corp., 1619 Broadway, New York City.
Peer, Ralph S., 1619 Broadway, New York City.
Penn (Richard T.), Danville, Va.
Pennino (Frank), 1595 Broadway, New York City.
Petrie (Eddie), 54 West Randolph Street, Chicago, Ill.
Perry's Sons, A. W., Sedalia, Mo.
Photo Play Music Co., 1674 Broadway, New York City.
Picadilly Music Co., 1472 Broadway, New York City.
Piedmont Music Co., Inc., 1650 Broadway, New York City.
Pilgrim Music Co., 383 Madison Avenue, New York City.
Pilgrim Press, 14 Beacon Street, Boston, Mass.
Pinkard Publications, 1650 Broadway, New York City.
Plymouth Music Co., 1619 Broadway, New York City.
Pond & Co., William, 15 Euclid Avenue, Ridgefield, N. J.
Pond (Frank) Music Co., Mountain View, N. Y.
Porgie, Debin & Friedman, Inc., 1619 Broadway, New York City.
Portland Music Co., 353 Stevens Avenue, Portland, Maine.
Presser, Theodore, Co., 1712 Chestnut Street, Philadelphia, Pa.
Pro-Art Publications, 36 West 24th Street, New York City.
Pro Musica Publishing Co., 6351 Selma Avenue, Hollywood, Calif.
Prosser Music Publishing Co., 1587 Broadway, New York City.
Process Music Publications, 30 West Washington St., Chicago, Ill.

— R —

Radio City Guitar Studio, 4403 Queens Blvd., Sunnyside, L. I., N. Y.
Radio Music Publishers, 117 W. Harrison Street, Chicago, Ill.
Radiotunes, Inc., 1 West 47th Street, New York City.
Rainbow Melodies, 1658 Broadway, New York City.
Rainbow Music Publishers, 17 West 60th Street, New York City.
Ramsey, Will M., Little Rock, Ark.
Ray Music Publishers Co., 1467 First Avenue, New York City.
Record Music Publishing Co., 1674 Broadway, New York City.
Redskin Publishing Co., 113 West 57th Street, New York City.
Reed-Singer Corp., 1674 Broadway, New York City.
Rees Music Publishers (H. E.), 1658 Broadway, New York City.
Regent Music Co., 1619 Broadway, New York City.
Reis & Taylor Co., 1619 Broadway, New York City.
Remarque Music Publishing Co., 580 Fifth Avenue, New York City.
Remick Music Corp., 1250 Sixth Avenue, New York City.
Republic Music Corp., 730 Fifth Ave., New York City.
Rex Music Publishers, 315 Seneca Street, Seattle, Wash.
Reynolds-Bickel, P. O. Box 563, South Bend, Ind.
Rhodes (David W.), Box 697 Wausau, Wisconsin.
Rialto Music Publishing Corp., 1674 Broadway, New York City.
Rich Publications, 40 North Garfield Avenue, Alhambra, Calif.
Ricordi, G., & Co., 12 West 45th Street, New York City.
Ringle, Dave, 1607 Broadway, New York City.
Rinker (Charles) Music Pub. Co., 1619 Broadway, New York City.
Robbins Music Corp., 799 Seventh Avenue, New York City.
Robison (Carson J.), 175 West 72nd Street, New York City.
Rocky (Albert) Co., 166 West 48th Street, New York City.
Rodeheaver Co., The, Winona Lake, Ind.
Roe-Krippene Music Publishers, Inc., 1650 Broadway, New York City.
Rork (Ernest A.) & Son, Memphis, Tenn.
Rosche (George F.) & Company, 337 West Madison Street, Chicago, Ill.
Rose Music Pub. Co., 2606 Burbank Bldg., Burbank, Calif.
Rosetti, Joseph, 14 Viets St., New London, Conn.
Roslyn Music Co., 190 N. State Street, Chicago, Ill.
Rossi, Edward & Louis, 127 Mulberry Street, New York City.
Rossiter, Will, 173 West Madison Street, Chicago.
Rousseau Publishing Co., 250 West 24th Street, New York City.
Row, R. D., Music Co., 725 Boylston Street, Boston, Mass.
Roy Music Co., 1619 Broadway, New York City.
Royal Hawaiian Music Co., 6425 Hollywood Blvd., Hollywood, Calif.
Royal Music Pub. Co., 370 West 52nd Street, New York City.
Royal Music Publisher, Royal Hawaiian Hotel, Honolulu, T. H.
Rubank, Inc., Campbell Avenue and Lexington Street, Chicago, Ill.
Ruby Music Co., 1587 Broadway, New York City.
Ruebush-Keiffer Co., Dayton, Va.
Russell, Willard, 2321 Merced Street, Fresno, Calif.
Russian Music Co., Inc., 155 Second Avenue, New York City.
Rusthoi, Reverend Howard & Esther, P. O. Box 26, Long Beach, Calif.
Rytvoc, Inc., 1585 Broadway, New York City.

— S —

S. T. A. Music Publishing Co., P. O. Box 443, Friend, Nebraska.
Saint Gregory Guild, 1705 Rittenhouse Sq., Philadelphia, Pa.
St. John (Stephen) Pub. Co., 638 Hamilton Street, Schenectady, N. Y.
Sajewski, W. H., 1017 North Milwaukee, Chicago, Ill.
Salamanca Music Publishers, Salamanca, N. Y.
Santly-Joy, Inc., 1619 Broadway, New York City.
Saunders Publications, 6425 Hollywood Blvd.,
Scheurle Bros. Music Publishers, Box 444, Manor, Pa.
Hollywood, Calif.
Scholl Publishing Co., 3503 Crittendon Street, St. Louis, Mo.
Schirmer, E. C., Music Co., 221 Columbus Avenue, Boston, Mass.
Schirmer, G., Inc., 3 East 43rd Street, New York City.

Schmidt Co., The Arthur P., 120 Boylston Street, Boston, Mass.
Schmitt Music Company, Paul A., 88 S. 10th Street, Minneapolis, Minn.
Scholin, C. Albert, 2124 Hatton Lane, Brentwood, St. Louis, Mo.
Schroeder (D. L.), 155-01 Sanford Avenue, Flushing, L. I., N. Y.
Schroeder & Gunther, Inc., Inc., 6 East 45th Street, New York City.
Schuberth, Edward, & Co., 11 East 22nd Street, New York City.
Schuler (George S.), 843 North Wells Street, Chicago, Ill.
Schumann Music Co., 1911 N. Serrano, Hollywood, Calif.
Schuster & Miller, Inc., 1619 Broadway, New York City.
Schwarz Music Co., Merrill, 3 East Fifth Street, Cincinnati, Ohio.
Sesac, Inc., 113 West 42nd Street, New York City.
Shapiro, Bernstein & Co., Inc., 1270 Sixth Avenue, New York City.
Shelby Music Pub. Co., 1205 Griswold Street, Detroit, Mich.
Sheldon-Mitchell Publishing Corp., 200 West 34th Street, New York City.
Shelhamer (Ben) Jr., 1704 Hanover Acres, Allentown, Pa.
Shilkret (Nathaniel) Music Co., Inc., 48 West 48th Street, New York City.
Shisler-Benkhart Publications, 4233 Osage Avenue, Philadelphia, Pa.
Showalter (J. A.) Co., The, Dalton, Ga.
Shubert Music Publishing Corp., 1250 Sixth Avenue, New York City.
Sildac Music Co., 145 West 45th Street, New York City.
Silver (Frank), 145 West 45th Street, New York City.
Simon, Frank, Box 368, Middletown, Ohio.
Singer Music Pub. Co., Murray, 1674 Broadway, New York City.
Sisk Music Co., The, Toccoa, Ga.
Skidmore Music Co., Inc., 1270 Sixth Avenue, New York City.
Skokie Music Co., 3322 Merchandise Mart, Chicago, Ill.
Skylark Songs, 518 East 22nd Street, Brooklyn, N. Y.
Slater, Arthur, 1100 Glendale Blvd., Los Angeles, Calif.
Slater (Will W.), Henryetta, Oklahoma.
Smith (Robert Elmer), 1725 46th Ave., S. W., Seattle, Wash.
Smith, William J., Music Co., 254 West 31st Street, New York City.
Sobeck, Rosina, Bank of America Bldg., Huntington Park, Calif.
Sobie (Carl), 1509 Broadway, Detroit, Mich.
Society of Jewish Composers, Publishers & Songwriters, 80 Broad Street, New York City.
Song of the Month Associates, 1619 Broadway, New York City.
Song Shop, The, 173 W. Madison Street, Chicago, Ill.
Songtex Music Co., 1943 West 73rd Avenue, Oak Lane, Philadelphia, Pa.
Sorkin Music Co., 251 Fourth Avenue, New York City.
Southern Music Publishing Co., 1619 Broadway, New York City.
Spencer, Norman & Son, 145 West 45th Street, New York City.
Spier, Larry, Inc., 1270 Sixth Avenue, New York City.
Sprague-Coleman, 62 West 45th Street, New York City.
Stahl, William C., 617 N. Second Street, Milwaukee, Wisc.
Stamps-Baxter Music Co., Dallas, Texas.
Stan-Host Melodies, 301 Wyona Street, Brooklyn, N. Y.
Stark Music Printing Co., 3802 Laclede Avenue, St. Louis, Mo.
State Street Music Co., 22-24 West Hubbard St., Chicago, Ill.
Stasny Music Corp., 1619 Broadway, New York City.
Steele (Ted) Publishing Co., 25 East 83rd Street, New York City.
Stevens Music Co., 54 West Randolph Street, Chicago, Ill.
Stewart (Larry), 6500 Yucca, Hollywood, Calif.
Stirling Music Pub. Co., 117 West 48th Street, New York City.
Stover Music Co., 6238 De Longpre, Hollywood, Calif.
Stratton, A. D., Music Co., 4430 Canal Street, Houston, Texas.
Stromire (Anne), Clay Center, Kansas.
Sudlik & Siegel, 1650 Broadway, New York City.
Summy, Clayton F., Co., 321 South Wabash Avenue, Chicago, Ill.
Sun Music Co., c/o Jack Kapp, 50 West 57th Street, New York City.
Sun Ray Music Publishers, 1650 Broadway, New York City.
Sunshine Music Co., 6351 Selma Avenue, Hollywood, Calif.
Superior Music, Inc., 42 Broadway, New York City.
Sweet Music Publications, 119 West 57th Street, New York City.
Symbolic Music Publishing Co., 240 East 175th Street, New York City.
Syndicate Music Publishers, Inc., 6560 Hollywood Blvd., Hollywood, Calif.

— T —

Tele-Mus Publishing Co., Inc., 6425 Hollywood Blvd., Hollywood, Calif.
Televise Music Co., 54 W. Randolph Street, Chicago, Ill.
Tempo Music, Inc., 1775 Broadway, New York City.
Tennessee Music Printing Co., Cleveland, Tenn.
Tenney, Harry, Inc., 1619 Broadway, New York City.
Tesio, P., & Sons, 353 Eighth Avenue, New York City.
This Is The Army, Inc., 799 Seventh Avenue, New York City.
Thomas (Houston L.), Box 75, Northport, Alabama.
Thompson (Gordon V.) Ltd., 183 Yonge Street, Toronto, Canada.
Three Boys Music Co., The, 1008 East Passyunk Ave., Philadelphia, Pa.
Tidd (G. M.), 645 East Pine Street, Altadena, Calif.
Timberland Publishing Co., Forest City, Ia.
Tin Pan Alley Publications, Inc., 1011 Chestnut Street, Philadelphia, Pa.
Toben Music, Inc., 11 West 42nd Street, New York City.
Tobias & Lewis Music Publishers, 1250 Sixth Avenue, New York City.
Tomerlin, Lysle, 1509 N. Vine Street, Hollywood, Calif.
Top Music Publishers, 343 W. 87th Street, New York City.
Trans-America Music Publishers, 6425 Hollywood Blvd., Hollywood, Calif.
Transcontinental Music Co., 113 West 57th Street, New York City.
Treasure Chest Publications, Inc., 303 Fourth Avenue, New York City.
Triangle Music Corp., 1619 Broadway, New York City.

Tullar (Grant C.) (Tullar Studios), 134 Morris Avenue, Orange, N. J.

Tullar-Meredith Co., 91 Seventh Avenue, New York City.

Tune-Towne-Tunes, 4451 Ben Avenue, Studio City, Calif.

Twentieth-Century Music Corp., 799 Seventh Avenue, New York City.

— U —

United States Music, Inc., 5414 Thirty-Second Avenue, Woodside, L. I., N. Y.

United States Music, Inc., 5414 32nd Avenue, Woodside, N. Y.

Universal Music Sales, 177 North State Street, Chicago, Ill.

University Music Co., University City, Mo.

Urban Publications, 201 West 89th Street, New York City.

— V —

Valiant Music Co., 46 West 72nd Street, New York City.

Van Brunt Publishing Co., 904 North Hoover, Hollywood, Calif.

Vance Music Company, 1619 Broadway, New York City.

Vanguard Songs, 1509 N. Vine St., Hollywood, Calif.

Van Reesema, Yolande, 7 Washington Square, New York City.

Van Russ Music, 17 West 60th St., New York City.

Variety Music Co., 1650 Broadway, New York City.

Vaughn, James D., Lawrenceburg, Tenn.

Vavrin & King, 5239 South Wood Street, Chicago, Ill.

Vernon Music Publishers, Danbury, Conn.

Victory Music Co., 1585 Broadway, New York City.

Victoria Publishing Co., 1250 Sixth Avenue, New York City.

Villa Moret, Inc., 1008 Central Tower, San Francisco, Calif.

Vitak-Elsnic Co., 4815 South Ashland Avenue, Chicago, Ill.

Vogel, Jerry, Music Co., Inc., 112 West 44th Street, New York City.

Volkwein Bros., Inc., 632 Liberty Avenue, Pittsburgh, Pa.

Von Tilzer, Harry, Music Publishing Co., 1587 Broadway, New York City.

— W —

Wabash Music Co., 9258 Trumball Avenue, Evergreen Park, Ill.

Wald Music, Inc., 70 West 40th St., New York City.

Waldorf Music Company, 1270 Sixth Avenue, New York City.

Warner Studio, 210 Manilla Street, Jefferson City, Mo.

Warock Music Co., 1650 Broadway, New York City.

Warren Publications, 349 East 49th Street, New York City.

Washington Music Bazaar, Box 13, Ben Franklin Station, Washington, D. C.

Waverly (Jack), 1587 Broadway, New York City.

Weaner, Levant Publications, 117 West 48th Street, New York City.

Weigle (Charles F.), Sebring, Fla.

Wesjay Music Corp., 1270 Sixth Avenue, New York City.

Wells, Maurice O., 54 West Randolph Street, Chicago, Ill.

Western Music Publishing Co., 6351 Selma Avenue, Hollywood, Calif.

Westmore Music Corp., 919 S. W. Taylor, Portland, Ore.

Whitfield (Fred A.), 4000 21st Avenue West, Seattle, Wash.

White-Smith Music Publishing Co., 1619 Broadway, New York City.

Wick Music Publishing Co., 84 Spruce Place, Minneapolis, Minn.

Wick Music Pub. Co., 84 Spruce Place, Minneapolis, Minn.

Williams, Clarence, Music Publishing Co., Inc., 145 West 45th Street, New York City.

Williams & Williams, Yemassee, S. Carolina.

Willis Music Co., 3 East 43rd Street, New York City.

Willson (Meredith), 799 Seventh Avenue, New York City.

Wilson Music Publishing Co., 444 Madison Avenue, New York City.

Winn Studios of Popular Music, Inc., 44 West 34th Street, New York City.

Winsett, R. E., Dayton, Tenn.

Witmark, M., & Sons, 1250 Sixth Avenue, New York City.

Witt (Claude H.), R. F. D. No. 4, Everett, Washington.

Wizell (Murray) Music Co., 1619 Broadway, New York City.

Wood, B. F., & Co., 88 St. Stephens Street, Boston, Mass.

Woodland Music Co., 4348 Bruner Avenue, New York City.

Words and Music, Inc., 1697 Broadway, New York City.

World Music, Inc., 607 Fifth Avenue, New York City.

World Melodies, Inc., 1509 North Vine Street, Hollywood, Calif.

Wright Publishing Co., 255 South Bunker Hill Ave., Los Angeles, Calif.

Wrightman (Neale) Publishers, 30 West Washington St., Chicago, Ill.

— Y —

Yankee Music Pub. Co., 1619 Broadway, New York City.

York Music Co., 67 West 44th Street, New York City.

— Z —

Zalewski, B. J., 1505 W. Thomas, Chicago, Ill.

Zoeller Music Co., 124 S. Wetherly Drive, Beverly Hills, Calif.

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INSTRUMENTALISTS
ORCHESTRA LEADERS
NEWS COMMENTATORS
MOVIE COMMENTATORS
PRODUCTION PERSONNEL
SPORTS COMMENTATORS

FOR — 1942

•

OWI RADIO WRITERS' DIGEST

Microphonically Yours,

RUDY VALLEE

Betty Garde

RADIO ARTISTS
AND THEIR WORK DURING 1942

— A —

ABBOTT, BUD
NBC. Chase and Sanborn Program, Abbott and Costello.

ACE, GOODMAN
Blue-CBS. Easy Aces.

ACE, JANE
Blue-CBS. Easy Aces.

ADAMS, FRANKLIN
First-Nighter MBS-CBS, Farm and Home Hour NBC.

ADAMS, FRANKLIN P.
NBC. Information Please.

ADAMS, INGE
NBC. Light of the World. We The Abbotts.

ADAMSON, NORAH
WHYN, Holyoke, Mass. Breadbox Revue.

ALBRIGHT, CARMEN
KLX, Oakland, Calif. Books and Authors.

ALEXANDER, A. L.
MBS. A. L. Alexander's Mediation Board.

ALEXANDER, BEN
Point Sublime NBC, Little Ol' Hollywood Blue, Whodunit NBC.

ALEY, ALBERT
NBC. Stella Dallas.

ALIKI, KYVELI
NBC. Portia Faces Life.

ALLEN, CHARME
David Harum CBS-NBC, Besse Johnson NBC, When a Girl Marries NBC, Maudie's Diary CBS.

ALLEN, FRED
CBS. Texaco Star Theatre.

ALLEN, GRACIE
CBS-NBC. Burns and Allen.

ALLEN, HERB
Blue. Dear John.

ALLENBY, PEGGY
David Harum CBS-NBC, Easy Aces Blue-CBS, Story of Mary Marlin CBS-NBC, Against the Storm NBC, Camel Caravan, CBS.

ALLISON, JONE
The Parker Family Blue, Orphans of Divorce Blue, Aldrich Family NBC, Aunt Jenny's Real Life Stories CBS, Stella Dallas NBC, Front Page Farrell MBS-NBC.

AMECHE, DON
NBC. Chase and Sanborn Program.

AMECHE, JIM
Blue. Manhattan Story.

AMES, ADRIENNE
WHN, New York, N. Y. Kitchen Kapers, Adrienne Ames Interviews Names.

ANDERSON, (ROCHESTER), EDDIE
NBC. Grape Nuts Show.

ANDERSON, MARJORIE
MBS. The Shadow.

ANTHONY, JOHN J.
Blue. Good Will Hour.

APPEL, ANNA
NBC. Abie's Irish Rose.

ARNOLD, BETTY
CBS-NBC. Ma Perkins.

ARNOLD, LEE
CBS. Lux Radio Theatre. Junior Miss, Silver Theatre.

ARRES, DON
WOR, New York, N. Y. South American Serenade.

ARTHUR, LOUISE
CBS. Kate Smith Hour, Screen Guild Theatre.

ASCOT, RITA
Ma Perkins CBS-NBC, Authors' Playhouse NBC, Guiding Light NBC, Road of Life CBS-NBC, National Barn Dance NBC.

AUDLEY, ELEANOR
Easy Aces Blue-CBS, Joe and Mabel NBC, Aldrich Family NBC, Parker Family Blue, Hop Harrigan Blue.

AUER, MISCHA
CBS. Mischa the Magnificent.

AUSTIN, LOIS
Death Valley Days CBS, Stella Dallas NBC.

AUTRY, GENE
CBS. Melody Ranch, Sergeant Gene Autry.

AYERS, JACKIE
Young Dr. Malone CBS-NBC, Mr. Keen Blue-CBS, Columbia Workshop CBS, David Harum CBS-NBC, Amanda of Honeymoon Hill CBS-Blue.

— B —

BACCHUS, JAMES
NBC. Stella Dallas.

BACKUS, JIM
Jim Backus Show CBS, This Nation at War Blue.

BAILEY, BOB
That Brewster Boy CBS, Knickerbocker Theatre NBC.

BAIN, DONALD
John Presents NBC, Grand Central Station NBC, Kate Hopkins CBS.

BAKER, ART
NBC. People Are Funny.

BAKER, JACK
Blue. Breakfast Club.

BAKER, PHIL
CBS. Take It Or Leave It.

BALDI, DIANA
WOV, New York, N. Y. Between You and Me, Diana Baldi Advises.

BARCLAY, LOUISE
NBC. The O'Neills.

BARNEY, MARION
NBC. Pepper Young's Family.

BARNES, PAT
Blue. Those Good Old Days.

BARNETTE, GRIFF
The Remarkable Miss Tuttle NBC, Lux Radio Theatre CBS, Date With Judy NBC, Blondie CBS.

BARR, FRED
WWRL, Woodside, N. Y. 1600 Club.

BARRON, FRED
Ma Perkins CBS-NBC, Stepmother CBS, Authors' Playhouse NBC, Right To Happiness NBC.

BARRYMORE, LIONEL
Mayor of the Town CBS, Sealtest Rudy Vallee Program NBC.

BARTON, WILLIAM H.
CBS. Exploring Space.

BATES, JEANNE
Whodunit NBC, Hedda Hopper's Hollywood CBS, Date With Judy, NBC.

BAUER, CHARITA
Blue. Little Blue Playhouse.

BEAN, GLORIA
Stella Dallas NBC, We The People CBC.

BEASLEY, IRENE
Ivory Flakes Program CBS-NBC, What's Cookin' CBS-NBC, Savarin Coffee ETs, Connecticut Bus Co. ETs, Tote Your Own ETs.

BECK, JACKSON
Man Behind the Gun CBS, Joe and Ethel Turp CBS, The Cisco Kid, MBS, Tod Grant ETs.

BECKER, BOB
NBC. Bob Becker's Chats About Dogs.

BEILBY, VANGIE
Lux Radio Theatre CBS, Silver Theatre CBS, Aldrich Family NBC.

BENDER, DAWN
NBC. One Man's Family.

BENNY, JACK
NBC. Grape Nuts Show.

BERLE, MILTON
Three Ring Time Blue, Campbell Soup Program CBS.

BERG, GERTRUDE
CBS, The Goldbergs.

BERG, VELMA
CBS. Lux Radio Theatre, Big Town, Dr. Christian, Second Mrs. Burton.

BERGEN, EDGAR
NBC. Chase and Sanborn Program.

BERNER, SARAH
Fibber McGee and Molly NBC, Date With Judy NBC, Blondie CBS.

BERWICK, VIOLA
CBS-NBC. Road of Life.

BERWIN, BERNICE
NBC. One Man's Family

BINGE, RALPH
CKLW, Windsor, Ont. Early Morning Frolic.

My Deepest Gratitude . . .

to—

All of you in Radio who have been kind to me . . .

and—

Thanks to Radio Daily for the many nice things said of me . . .

Lurene Tuttle

BINYON, CONRAD
One Man's Family NBC, Major Hoople Blue, Dr. Christian CBS.

BIVANS, JACK
CBS-NBC. Road of Life, Ma Perkins.

BLAKE, JUDY
NBC. Story of Mary Marlin.

BLANC, MEL
Burns and Allen CBS, The Great Gildersleeve NBC, Major Hoople Blue, Point Sublime NBC, Abbott and Costello NBC, Tommy Riggs and Betty Lou NBC, Maxwell House Coffee Time NBC.

BLOCK, MARTIN
WNEW, New York, N. Y. Make Believe Ballroom.

BLOCK, RAY
CBS. Al Jolson Show.

BLONDELL, GLORIA
Lux Radio Theatre CBS, I Love a Mystery Blue.

BOLES, JIM
March of Time NBC, Kate Smith CBS, The O'Neills CBS, Gene Autry's Melody Ranch CBS, Manhattan at Midnight Blue, Ellery Queen NBC, Stories America Loves CBS.

BOOTH, SHIRLEY
Blue-CBS. Duffy's Tavern.

BOULTON, MILO
CBS. We The People.

BOURNEUS, PHILIP
NBC. Light of the World.

BOWER, ROGER
NBC-WOR. Can You Top This.

BOWES, MAJOR EDWARD
CBS. Major Bowes' Amateurs.

BRADLEY, CURLEY
Blue. Club Matinee.

BRADLEY, HALL
CBS. Hedda Hopper's Hollywood, Screen Guild Theatre.

BRADY, BEN
WMCA, New York, N. Y. Brooding with Brady.

BRAYTON, MARGARET
Mayor of the Town CBS, Tommy Riggs and Betty Lou CBS-NBC, Point Sublime NBC, Dr. Christian CBS.

BREMMER, MURIEL MONSELL
Road of Life CBS-NBC, Right to Happiness NBC.

BRENEMAN, TOM
Blue. Breakfast at Sardi's

BRICE, FANNY
NBC. Maxwell House Coffee Time.

BRICKERT, CARLETON
NBC. Story of Mary Marlin.

BRINKLEY, JACK
CBS-NBC. Ma Perkins.

BROWN, BEVERLEY
CBS. Dr. Christian, Big Town, Junior Miss, Blondie.

BROWN, EILEEN
KLX, Oakland, Calif.

BROWN, JOHN
NBC. Lorenzo Jones.

BROWN, JOSEPHINE
NBC. Young Dr. Malone.

BROWN, NINETTE
WHBF, Rock Island, Ill. Cousin Peggy's Sunshine Club.

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Coast-to-Coast NBC Every Thursday Night

BROWNING, DOUGLAS
NBC. Bachelor's Children.

BROWNING, ETHEL
NBC. Story of Mary Marlin.

BRUCE, JR., ROBERT C.
CBS. Screen Guild Theatre, Melody Ranch.

BRYAN, ARTHUR Q.
Blue. Major Hoople.

BRYSON, LYMAN
CBS. The People's Platform.

BUCKLEY, FLOYD
CBS. Aunt Jenny's Real Life Stories.

BUFFUM, JESSE
WEEI, Boston, Mass. The Farmer's Almanac of the Air.

BUNCE, ALAN
Young Dr. Malone CBS-NBC, Gangbusters Blue.

BURDICK, CORNELIA
NBC. Dr. Kate.

BURDICK, HAL
NBC. Dr. Kate, Night Editor.

BURNS, BOB
NBC. The Arkansas Traveller.

BURNS, GEORGE
NBC-CBS. Burns and Allen.

BURTON, SARAH
NBC. Against the Storm.

BUSHMAN, FRANCIS X.
CBS. Those We Love.

BUTTERFIELD, HERB
Blue-MBS. Jack Armstrong.

BUTTERWORTH, WALLY
CBS. Vox Pop.

— C —

CAEN, HERB
KPO, San Francisco, Calif Regal Ramblings.

CAESAR, IRVING
MBS. Sing a Song of Safety Club.

CARD, KATHRYN
Blue. Danny Thomas Show.

CALVERT, MARGE
Easy Aces Blue-CBS, Romance of Helen Trent CBS.

CAMPBELL, NAOMI
NBC. Story of Mary Marlin.

CANTOR, EDDIE
NBC. Time to Smile.

CANTOR, CHARLIE
Blue-CBS. Duffy's Tavern.

CARLIN, FRANCES
NBC. Story of Mary Marlin.

CARLON, FRANCES
NBC. Young Widder Brown.

CARLON, LINDA
The Parker Family Blue, The O'Neills CBS-NBC, Death Valley Days CBS.

CARROLL, MADELEINE
CBS. Madeleine Carroll Reads.

CARMARGO, RALPH
Jack Armstrong Blue-MBS, Ma Perkins CBS-NBC, Authors' Playhouse NBC.

Red Skelton

Metro-Goldwyn-Mayer

and

"Raleigh" Program—NBC

CASHMAN, BETTY
Mr. District Attorney NBC, Aunt Jenny's Real Life Stories CBS, We the Abbotts NBC.

CHALMERS, THOMAS
NBC. Pepper Young's Family.

CHANEY, FRANCES
NBC. Mr. District Attorney, Grand Central Station.

CHANG, DR. H. H.
NBC. ABCD Roundtable.

CHAPPELL, ERNEST
CBS. Are You a Genius.

CHARMLEY, GLORIA
Big Town CBS, Screen Guild Theatre, CBS, Remarkable Miss Crandall NBC.

CHERNE, LEO
MBS. Impact.

CHIMES, MICHAEL

March Of Time NBC, Columbia Workshop CBS, The Goldbergs CBS, Truth Or Consequences NBC, Thesaurus ETs, Ivory Soap ETs, Radio Readers' Digest CBS.

CLARK, FRED
Blue. Wake Up America.

CLARK, LON

We The People CBS, Scramble Blue, Bulldog Drummond MBS, The Shadow MBS, Valiant Lady CBS, Story Of Mary Marlin NBC.

CLARK, VIRGINIA
CBS. Romance of Helen Trent.

CLARKE, EVERETT
CBS. The First Line, Thus We Live.

CLEARY, LEO
Lux Radio Theatre CBS, The Great Gildersleeve NBC, Hedda Hopper's Hollywood CBS.

COATES, SHIRLEY
CBS. Lux Radio Theatre, Second Mrs. Burton.

COLBY, ETHEL
WMCA, New York, N. Y. Mr. and Mrs. Goes to the Theatre.

COLBY, JULIUS
WMCA, New York, N. Y. Mr. and Mrs. Goes to the Theatre.

COLLIER, LOIS
Dear John CBS-Blue, Lux Radio Theatre CBS, Blondie CBS, Big Town CBS.

COLLINS, TED
CBS. Kate Smith Hour.

COLLINS, TOM
Dear John Blue-CBS, Date With Judy NBC, Dr. Christian CBS, Big Town CBS.

COLONNA, JERRY
NBC. Bob Hope Show.

COLTON, KINGSLEY
NBC. Story of Mary Marlin.

COMPTON, WALTER
MBS. Double or Nothing.

CONGSON, LESLIE
Second Mrs. Burton CBS, Point Sublime NBC, Those We Love CBS, Silver Theatre CBS.

CONKLIN, PEGGY
CBS. Tillie the Toiler.

CONTEE, JOHN
NBC. Maxwell House Coffee Time.

COOGAN, DICK
NBC. Abie's Irish Rose.

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COOK, TOMMY
Red Ryder Blue, Cavalcade of America NBC, Silver Theatre CBS, Big Town CBS.

COONS, JOHNNY
Thus We Live CBS, Ma Perkins CBS-NBC.

COOPER, RALPH
WMCA, New York, N. Y. Jumpin, Jive.

CORRELL, CHARLES J.
CBS. Amos 'n' Andy.

CORUM, BILL
MBS. Boxing Broadcasts.

COSTELLO, LOU
NBC. Chase and Sanborn Program, Abbott & Costello.

COULEHAN, PEG
WTBO, Cumberland, Md. Eleventh Hour, Community Hostess.

COURTNEY, ALAN
WOV, New York, N. Y. 1280 Club.

COTT, TED
CBS. Pause That Refreshes on the Air.

CRAGEN, CATHRYN
Cavalcade of America NBC, Hedda Hopper's Hollywood CBS.

CRAIG, NANCY B.
WJZ, New York, N. Y. Woman of Tomorrow.

CRENNA, DICK
Blue-CBS. Dear John.

CREORE, JEANNE PHYLLIS
NBC. Canteen Girl.

CROFT, MARY JANE
CBS. Blondie, Screen Guild Theatre, Dr. Christian, Mischa the Magnificent.

CROSBY, BING
NBC. Kraft Music Hall.

CROSS, MILTON
Blue. Basin Street Chamber Music Society, Metropolitan Opera, Metropolitan Opera Auditions.

CRUMIT, FRANK
CBS. Crumit and Sanderson.

CURRIE, DONELDA
Blue. Danny Thomas Show.

— D —

DAIGNEAU, KENNETH
Blue. Sea Hound.

DAMON, LES
NBC. Right to Happiness.

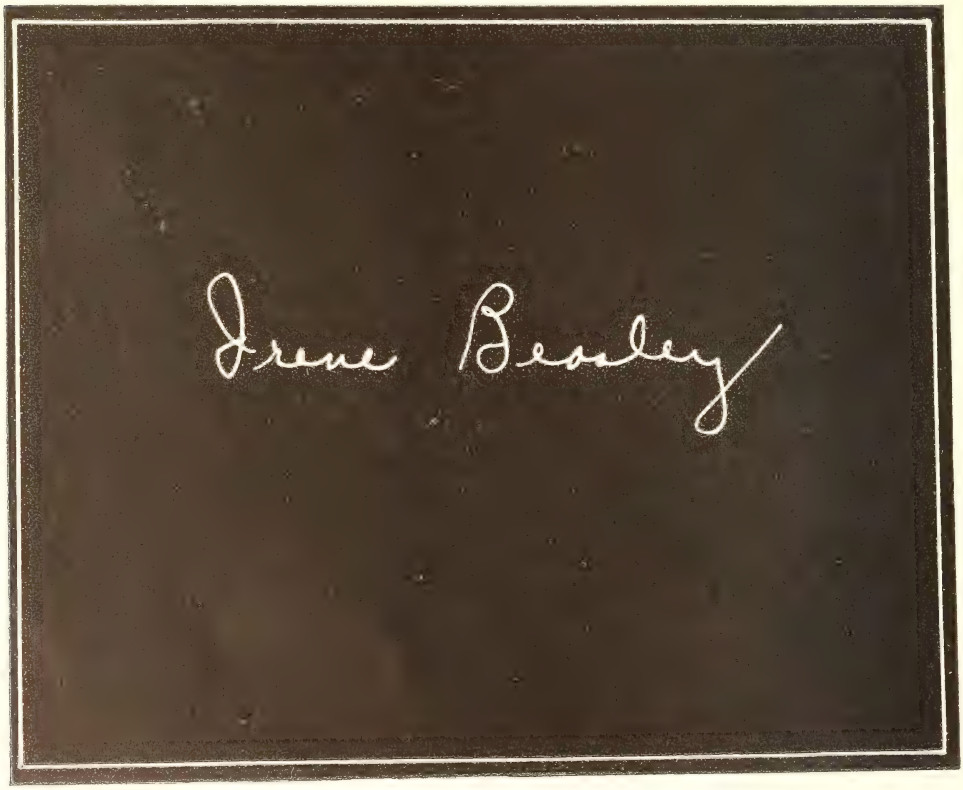
DANDRIDGE, RUBY
CBS. Lux Radio Theatre, Junior Miss, Screen Guild Theatre.

DANE, FRANK
Blue-MBS. Jack Armstrong.

DANIELS, BEBE
MBS. The Stars and Stripes in Britain.

DARROW, GERARD
Blue. Quiz Kids.

DAVIES, MARJORIE
Mayor of the Town CBS, Second Mrs. Burton CBS, Maudie's Diary CBS, Front Page Farrell NBC.



DAVIS, DIX
Maxwell House Coffee Time NBC, One Man's Family NBC, Blondie CBS, Date With Judy NBC, I Love a Mystery Blue.

DAVIS, JOAN
NBC. Sealtest Rudy Vallee Program.

DAVIS, WATSON
CBS. Adventures in Science.

DAWSON, RONALD
Romance of Helen Trent CBS, Thus We Live CBS, First Line CBS, Authors' Playhouse NBC, Bachelor's Children NBC, Captain Midnight Blue-MBS.

DAY, DENNIS
NBC. Grape Nuts Show.

DeCORSIA, TED
Ellery Queen NBC, 26 by Corwin CBS, Gangbusters Blue, Cavalcade of America NBC, The O'Neills CBS-NBC.

DEERING, OLIVE
Against the Storm NBC, Columbia Workshop CBS.

DEIGHTON, MARGA ANN
CBS, Lux Radio Theatre, Silver Theatre, Dr. Christian.

DeKOVEN, ROGER
Against the Storm NBC, Famous Jury Trials Blue.

DELANO, GWEN
Junior Miss CBS, Sealtest Rudy Vallee Program NBC.

DELMAR, KEN
NBC. Cavalcade of America.

DeMILLE, CECIL B.
CBS. Lux Radio Theatre.

DENNY, JR., GEORGE V.
Blue. America's Town Meeting of the Air, Victory Hour.

DeSANTIS, JOE
March of Time NBC, Mr. District Attorney NBC, Columbia Workshop CBS, Pepper Young's Family CBS, Second Husband CBS-Blue, Young Dr. Malone CBS-NBC.

DEVITT, ALAN
Blue. Sea Hound.

DESSERT, JOANNE
Red Skelton Show NBC, Junior Miss CBS.

DEWIT, JACQUELINE
Big Town CBS, Lux Radio Theatre CBS, Aldrich Family NBC, Dr. Christian CBS, Junior Miss CBS.

DILLON, JANE
WTIC, Hartford, Conn. The Story Club.

DOLPHE, MARTIN
WEEI, Boston, Mass. Youth on Parade.

DOMBAUGH, GRISELDA DAVIS
WMRN, Marion, Ohio. Marion Entertains.

DONALD, PETER
Can You Top This NBC-WOR, Radio Readers' Digest CBS Story of Mary Marlin CBS-NBC.

DONALDSON, TED
The O'Neills CBS-NBC, Against the Storm NBC, Life Can Be Beautiful CBS.

DOUGLAS, DON
American School of the Air CBS, They Live Forever CBS, Report to the Nation CBS, March of Time NBC, Prescott

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DOPHEIDE, HAZEL
NBC-CBS. Ma Perkins.

DOWNES, OLIN
Blue. Metropolitan Opera.

DOYLE, LEN
NBC. Mr. District Attorney.

DOUGLAS, MARGARET
CBS. Mayor of the Town.

DOUGLAS, SHARON
CBS. Second Mrs. Burton, Silver Theatre, Screen Guild Theatre.

DRAKE, PAULINE
Big Town CBS, The Great Gildersleeve NBC, Sealtest-Rudy Vallee Program NBC.

DRUM, DEWEY
WSOC, Charlotte, N. C. Early Risers Club.

DUNLAP, PATRICIA
NBC. Bachelor's Children.

DUSKIN, RUTH
Blue. Quiz Kids.

DuVAL, JOE
Cavalcade of America NBC, Silver Theatre CBS, Point Sublime NBC.

DVORAK, JACKIE
CBS. The First Line, Thus We Live.

DWYER, VIRGINIA
MBS-NBC. Front Page Farrell.

DYRENFORTH, ROBERT
CBS-NBC. Ma Perkins.

— E —

EAGLES, JIMMY
The Great Gildersleeve NBC, Lux Radio Theatre CBS, Chase and Sanborn Program NBC, Melody Ranch CBS.

EARL, DONNA
Young Dr. Malone CBS-NBC, Portia Faces Life NBC, When a Girl Marries NBC, Stories America Loves CBS.

EAST, ED

Breakfast in Bedlam WJZ, Kitchen Quiz Blue, Sing for Dough WJZ.

EAST, POLLY

Breakfast in Bedlam WJZ, Kitchen Quiz Blue.

EASTMAN, CARL
Life Can Be Beautiful CBS, Abie's Irish Rose NBC, Manhattan at Midnight Blue, Mr. District Attorney NBC, Young Widder Brown NBC, Famous Jury Trials Blue, Scramble Blue.

EDDY, NELSON
CBS. The New Old Gold Show.

EDEN, ANN
Lincoln Highway NBC, Aunt Jenny's Real Life Stories CBS, Manhattan at Midnight Blue, Maudie's Diary CBS, Portia Faces Life NBC, Bright Horizon CBS.

EDISON, JOE
WKBN, Youngstown, Ohio. Joe's Scrapbook.

EDWARDS, CASEY
WFVA, Fredericksburg, Va. Hollywood Parade.

EDWARDS, DEVY
WLAW, Lawrence, Mass. Service Salute.

ATHENA LORDE

"Hearts in Harmony"
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•
"Young Widder Brown"
NBC
•
Comedy & Dialects

JIM BOLES

U. S. Army Air Corps

EDWARDS, FLORIDA
NBC. Hawthorne House.

EDWARDS, JR., JACK
One Man's Family NBC, I Love a Mystery Blue, Dear John Blue-CBS, Big Town CBS.

EDWARDS, RALPH
NBC. Truth Or Consequences.

EDWARDS, WEBLEY
CBS. Hello From Hawaii.

EILER, BARBARA
CBS. Junior Miss, Screen Guild Theatre, Second Mrs. Burton.

ELKINS, JEANNE
Dr. Christian CBS, Kate Smith Hour CBS, The Goldbergs CBS, The O'Neills CBS-NBC, Pepper Young's Family CBS-NBC, Aldrich Family NBC.

ELLEN, MINETTA
NBC. One Man's Family.

ELLIS, DELLIE
Dear John Blue-CBS, Date With Judy NBC, Hollywood Showcase CBS.

ELLSTROM, SIDNEY
Captain Midnight MBS, Danny Thomas Show Blue.

ELLYN, JEAN
Valiant Lady CBS-NBC, Orphans of Divorce Blue, Famous Jury Trials Blue, Manhattan at Midnight Blue.

ELMAN, DAVE
CBS. Hobby Lobby.

ELSTNER, ANNE
NBC. Stella Dallas.

EMERY, BOB
MBS. Rainbow House.

ERICKSON, LOUISE
Date With Judy NBC, Dr. Christian CBS, Cavalcade of America NBC, Second Mrs. Burton CBS.

ERWIN, VIRGINIA
WGPC, Albany, Ga. Women in the News.

EVANS, NANCY
Silver Theatre CBS. Dr. Christian CBS, Junior Miss CBS, Sealtest-Rudy Vallee Program NBC.

EVANSON, EDITH
CBS. Bob Burns Program, Screen Guild Theatre.

— F —

FADIMAN, CLIFTON
NBC. Information Please.

FAIRFIELD, BETTY
Blue-MBS. Jack Armstrong.

FARRAR, STANLEY
CBS. Lux Radio Theatre, Melody Ranch, Big Town, Second Mrs. Burton.

FAUCIT, URSULA
KROW, Oakland, Calif. Faucit Players.

FELTON, VERNA
NBC. Sealtest-Rudy Vallee Program.

FENNELLY, PARKER
NBC. Neighborhood Call.

FERN, JAMES
WDAF, Kansas City, Mo.

FERNANDEZ, PETER
Blue. Little Blue Playhouse.

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TRANSCRIPTIONS: NBC Thesaurus, Duz, Ivory Soap, Life Buoy, Kreml, Muzak, Saturday Evening Post.

13th YEAR ON RADIO, SCREEN AND STAGE
ALSO RECORDINGS

FIDLER, JIMMY
Blue. Jimmy Fidler From Hollywood.

FIELDS, GRACIE
Blue. Gracie Fields Program.

FISCHMAN, HARVE
Blue. Quiz Kids.

FISHER, GEORGE
MBS. Hollywood Reporter.

FITCH, LOUISE
NBC. Road of Life.

FITZGERALD, FRANCIS
WSOC, Charlotte, N. C. Bondwagon.

FITZGERALD, ED
MBS-WOR, New York, N. Y.

FITZGERALD, PEGEEN
MBS. Strictly Personal.

FLEMING, HAROLD
NBC. The People's War.

FLINT, LARRY
WFMJ, Youngstown, Ohio. Old Family Almanac.

FLYNN, CHARLES
Jack Armstrong MBS-Blue, Bachelor's Children NBC.

FORBES, MURRAY
Ma Perkins CBS-NBC, Story of Mary Marlin CBS-NBC, Guiding Light NBC.

FORD, JUDY
I Love a Mystery Blue, Those We Love CBS, Melody Ranch CBS, Screen Guild Theatre CBS.

FORD, MARIE
WMIN, St. Paul-Minneapolis, Minn.

FORD, SENATOR
NBC-WOR. Can You Top This.

FORTE, JOE
Blondie CBS, Dear John CBS-Blue, Dr. Christian CBS. Abbott & Costello NBC.

FORTESCUE, PRISCILLA
WEEI, Boston, Mass. Good Morning, Ladies, Hollywood Snapshots.

FRANCES, JUNE
CBS. Orson Welles.

FRANCIS, ARLENE
NBC. What's My Name, Helpmate.

FRANKLIN, TOMMY
Blue. Quiz Kids.

FREDERICKS, CARLTON
WMCA, New York, N. Y. Living Should Be Fun.

FREDERICK, JOHN T.
CBS. Of Men and Books.

FREEMAN, FLORENCE.
NBC. Story of Mary Marlin.

FRIDELL, VIVIAN
NBC. Backstage Wife.

FULLER, BARBARA
CBS. Stepmother, Scattergood Baines.

FULLER, DR. CHARLES
MBS. Old Fashioned Revival Hour.

FULLER, MARGARET
NBC. Story of Mary Marlin.

— G —

GAMBLING, JOHN B.
WOR, New York, N. Y. Gambling's Musical Clock.

GAMMILL, NOREEN
Dear John CBS-Blue, Junior Miss CBS, Melody Ranch CBS, Dr. Christian CBS, Big Town CBS.

Have You Met The Voices
of
GILBERT MACK
?
LEXINGTON 2-1100

GANNON, JOHN
MBS-Blue. Jack Armstrong.

GARBELL, ROSEMARY
The Bartons NBC, Guiding Light NBC, Story of Mary Marlin CBS - NBC, Arnold Grimms Daughter NBC.

GARDE, BETTY
NBC. Cavalcade of America, Front Page Farrell, The O'Neills, Mr. District Attorney.

GARDNER, ED
Blue-CBS. Duffy's Tavern.

GARLAND, CHARLES
KMPC, Beverly Hills, Calif. Hollywood on Parade, Voice of Filmland.

GEER, WILL
NBC. Cavalcade of America.

GENTILE, JOE
CKLW, Windsor, Ont. Early Morning Frolic.

GERARD, HAL
Sealtest-Rudy Vallee Program NBC, Those We Love CBS, Melody Ranch CBS, Dear John CBS-Blue, The Great Gildersleeve NBC.

GETHARD, DAVID
NBC. Light of the World.

GIBSON, JOHN
NBC. Story of Mary Marlin.

GILBERT, DICK
WHN, New York, N. Y. Dick Gilbert Presents.

GILBERT, JANICE
NBC. The O'Neills.

GILLEN, DOLORES
When a Girl Marries NBC, Amanda of Honeymoon Hill CBS-Blue, We Love and Learn CBS.

GODFREY, ARTHUR
CBS-WABC, New York, N. Y. and WJSV, Washington, D. C.

GOFF, NORRIS
Blue. Lum and Abner.

GOODKIN, ALICE SHERRIE
Kitty Foyle CBS, Bachelor's Children CBS, Adventures of Thin Man, NBC, Easy Aces CBS-Blue, Light of the World NBC.

GORDON, BERT
NBC. Time to Smile.

GOSDEN, FREEMAN F.
CBS. Amos 'n' Andy.

GOSS, JAMES
Jack Armstrong MBS-Blue. Backstage Wife NBC.

GOTHARD, DAVID
NBC. The O'Neills.

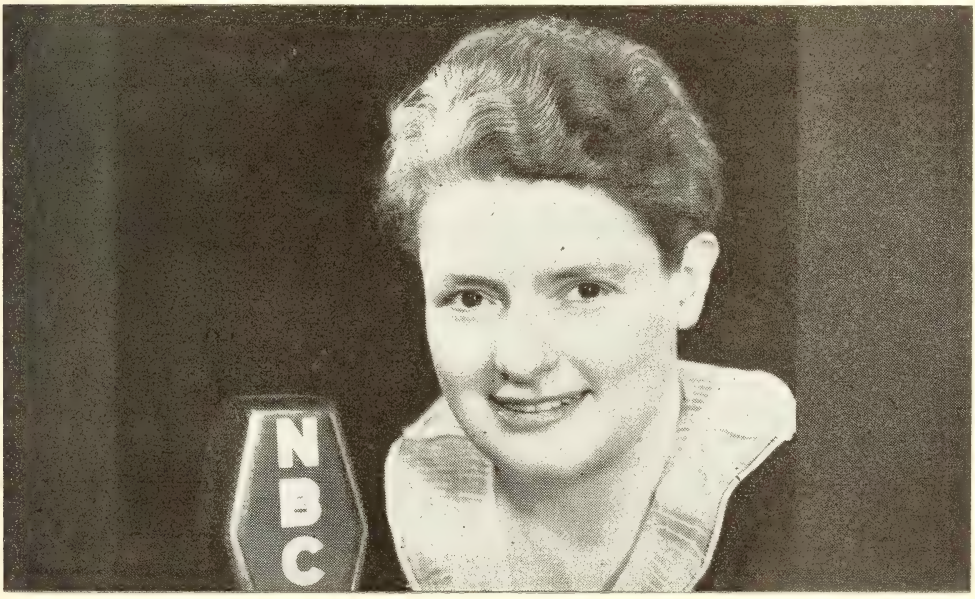
GOTTSCHALK, NORMAN
Backstage Wife NBC, Captain Midnight MBS-Blue, Jack Armstrong MBS-Blue.

GOULD, MITZI
Parker Family Blue, Bess Johnson NBC, Young Dr. Malone NBC.

GRAHAM, MELVA
WCHS, Charleston, W. Va. 580 Club.

GRANIK, S. THEODORE
MBS. American Forum of the Air.

GRANVILLE, DICK
WMPS, Memphis, Tenn. Musical Merry-Go-Round.



☆ MARY MARGARET McBRIDE ☆

GRAYSON, MADELON
Backstage Wife NBC, Stepmother CBS, Wings of Destiny NBC.

GREAZA, WALTER
NBC. Stella Dallas.

GREEN, ART
WMCA, New York, N. Y. The Magic Carpet.

GREEN, DOROTHY
Mid-Day Serenade CBS, Tea Time Tales NBC.

GREEN, EDDIE
CBS-Blue. Duffy's Tavern.

GREGG, VIRGINIA
Dr. Christian CBS, Screen Guild Theatre CBS, Lum and Abner Blue.

GREY, NAN
CBS. Those We Love.

GRIFFIN, BOB
NBC. Story of Mary Marlin.

GRIFFIN, KEN
Road of Life CBS-NBC, Backstage Wife NBC, Guiding Light NBC.

GRIGGS, JOHN
NBC. All Out for Victory.

GULLICKSON, CHARLES
WDOD, Chattanooga, Tenn.

GULLICKSON, FLORENCE
WDOD, Chattanooga, Tenn, Nancie & Charlie.

— H —

HAAG, ROBERT
When a Girl Marries NBC, Young Dr. Malone CBS-NBC, Aunt Jenny's Real Life Stories CBS.

HADLEY, REED
Blue. Red Ryder.

HAFFORD, STANLEY
NBC. Maxwell House Coffee Time.

HAGEN, DR. HARRY
Blue. True or False.

HAINES, LARRY
CBS. Crime Doctor, Philip Morris Playhouse, Aunt Jenny, Meet Mr. Meek.

HALEY, BILL
WIBC, Indianapolis, Ind. Sunshine Special, WIBC Jamboree.

HAMBLEN, STUART
KFUD, Los Angeles, Calif. Covered Wagon Jubilee.

HAMPDEN, BURFORD
Blue. African Trek.

HANNA, BETTY
Lone Journey CBS-NBC, Romance of Helen Trent CBS.

HARDING, HARVEY
Story of Mary Marlin NBC, PON Beer, One Man Show WNBT.

HARPER, ANNETTE
CBS. Junior Miss, Screen Guild Theatre.

HARRINGTON, MARY LOU
One Man's Family NBC, I Love a Mystery Blue, The Great Gildersleeve NBC, Those We Love CBS.

HARRIS, HARRIET
WOW, Omaha, Nebr. What's What Today.

HAST, WALTER
KGB, San Diego, Calif. Presenting Norman Tree.

HASTINGS, BOBBY
Blue. Little Blue Playhouse, Sea Hound.

HATHAWAY, JOY
Amanda of Honeymoon Lane CBS-Blue, Stella Dallas NBC, John's Other Wife Blue, Second Husband CBS-Blue.

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HAUSNER, JERRY
CBS. Mayor of the Town, Blondie, Screen Guild Theatre.

HAWK, BOB
CBS. The Bob Hawk Quiz, Thanks to the Yanks.

HAY, BILL
MBS. Bill Hay Reads the Bible.

HAYS, HARVEY
Blue. Uncle Sam's Forest Rangers, National Farm and Home Hour.

HECTOR, LOUIS
NBC. Lorenzo Jones.

HEEN, GLADYS
NBC. Road of Life, Guiding Light.

HEISTAND, JOHN
Blue. Homicide O'Kane.

HENRY, FRANCES
WSGN, Birmingham, Ala. Miss Ann's Comic Club.

HERMAN, MILTON C.
Death Valley Days CBS, Gangbusters Blue, Mr. District Attorney NBC, The Shadow MBS, Women of Courage CBS.

HERNANDEZ, JUAN
Blue. African Trek.

HERSHFIELD, HARRY
NBC-WOR. Can Yop Top This.

HERSHOLT, JEAN
CBS. Dr. Christian.

HERSKIND, ELMER
WEEI, Boston, Mass. Uncle Elmer's Song Circle, Uncle Elmer's Pleasantville.

HEWITT, ALAN
NBC. The O'Neills.

HEWSON, ISABEL MANNING
Blue. Morning Market Basket.

HILL, ALICE
CBS. Bachelor's Children.

HILLIARD, HARRIET
NBC. Red Skelton and Company.

HILTON, PAUL
CBS. Silver Theatre, Lux Radio Theatre, Second Mrs. Burton, Dr. Christian.

HODSON, MARIE
KMPC, Beverly Hills, Calif. Story Lady.

HOFFA, PORTLAND
CBS. Texaco Star Theatre.

HOIER, TOM
NBC. The O'Neills.

HOLE, JONATHAN
Ma Perkins CBS-NBC, Scatter-Baines CBS.

HOLLAND, DICK
The Bartons NBC, Romance of Helen Trent CBS, That Brewster Boy CBS.

HOLT, DAVID
Junior Miss CBS, Date With Judy NBC.

HOLT, VIVIAN
Valiant Lady CBS-NBC, Mr. District Attorney NBC.

HOLTZ, LOU
CBS. Time Out for Laughs With Lou Holtz.

HOMEIER, SKIPPY
Second Husband CBS-Blue, Bess Johnson NBC, Young Dr. Malone CBS-NBC, Columbia Workshop CBS.

PETER DONALD
"Can You Top This"
NBC MUTUAL

Easy Aces

HOOD, JANICE
CBS. Second Mrs. Burton. Lux Radio Theatre.

HOPE, BOB
NBC. The Pepsodent Show.

HOPPER, HEDDA
CBS. Hedda Hopper's Hollywood.

HOUSTON, JANE
NBC. Stella Dallas.

HOWARD, JEAN
CBS. Crime Doctor.

HOWARD, EUNICE
Pepper Young's Family CBS-NBC, Story of Mary Marlin CBS-NBC, Death Valley Days CBS, Young Dr. Malone CBS-NBC, Portia Faces Life NBC.

HOWARD, FRED
Ma Perkins CBS-NBC, Jack Armstrong MBS-Blue.

HOWARD, JOE E.
CBS. Gay Nineties Revue.

HOWARD, MEREDITH
Blue. Washington Luncheon.

HOWARD, TOM
WOR, New York, N. Y. It Pays to be Ignorant.

HULL, WARREN
CBS. Vox Pop.

HUNTLEY, BETTY
WGY, Schenectady, N. Y.

HUNTLEY, CHARLES
WGY, Schenectady, N. Y. Your Home Town.

HUGHES, ARTHUR
NBC. Just Plain Bill.

HUGHES, RUSH
KWK, St. Louis, Mo. Rush Hughes Program.

HUGHES, TOMMY
CBS-NBC. Young Dr. Malone.

HULICK, BUDD
Here's Hulick WOR, What My Name NBC.

HUSING, TED
CBS. Cheers From the Camps.

— I —

INTROPIDI, ETHEL
NBC. Stella Dallas.

IRVING, ADELAIDE
Lux Radio Theatre CBS, Whodunit NBC, Hedda Hopper's Hollywood CBS.

IRVING, CHARLES
Backstage Wife NBC, First Line CBS, Captain Midnight Blue-MBS, Lone Journey CBS-NBC.

IVES, RAYMOND
Blue. Manhattan at Midnight.

— J —

JAMESON, HOUSE
NBC. Aldrich Family.

JANIS, JO
NBC. March of Time.

JARVIS, AL
KFWB, Los Angeles, Calif. Make Believe Ballroom.

JENSEN, KATHLEEN
KROW, Oakland, Calif. Calling All Kitchens.

JEROME, ED
NBC. Cavalcade of America.

BOB HAWK
"Thanks To The Yanks"
for
CAMELS
CBS

ED EAST and POLLY
•
Management • NCAC, New York

JESS, JOHN D.
WLDS, Jacksonville, Ill. Chapel of the Air.

JEWITT, TED
NBC. Cavalcade of America.

JOHNSON, DOROTHY
KFIO, Spokane, Wash. Story Lady.

JOHNSON, PARKS
CBS. Vox Pop.

JOHNSON RAYMOND EDWARD
Story of Mary Marlin NBC, Inner Sanctum Mystery Blue.

JOHNSTONE, BILL
MBS. The Shadow.

JOLSON, AL
CBS. Al Jolson Show.

JORDAN, JIM
NBC. Fibber McGee and Molly.

JORDAN, MARION
NBC. Fibber McGee and Molly.

JOSTYN, JAY
Mr. District Attorney NBC, Second Husband CBS-Blue, The Parker Family Blue.

JUVELIER, JEANNE
Bess Johnson NBC, Manhattan at Midnight Blue, Portia Faces Life NBC, Against the Storm NBC.

— K —

KANE, BYRON
Arch Oboler Plays NBC, Lux Radio Theatre CBS, Screen Guild Theatre CBS, Orson Welles NBC, Hedda Hopper's Hollywood CBS, Dr. Christian CBS, Blondie CBS, Sealtest-Rudy Vallee Program, Dear John CBS, Columbia Workshop, CBS, 26 By Corwin CBS.

KAUFMAN, IRVING
WOR, New York, N. Y. Happy Jim Parsons, ETs.

KEARNS, JOE
Big Town CBS, Whodunit NBC, Dr. Christian CBS, Point Sublime NBC.

KEATH, DONNA
CBS-NBC. Ma Perkins.

KEITH, MAXINE
From Me To You WOV-WINS, Follow The Leader WOV ETs, Melodic Musings WOV.

KEEGAN, ILKA DIEHL
Romance of Helen Trent CBS, Authors' Playhouse NBC.

KEEN, EARL
Lux Radio Theatre CBS, Silver Theatre CBS, Maxwell House Coffee Time NBC.

KELK, JACKIE
Aldrich Family NBC, Little Blue Playhouse Blue.

KELLY, JOE
National Barn Dance NBC, Quiz Kids Blue.

ANN THOMAS
Miss Thomas--"Easy Aces" Casey--"Abie's Irish Rose" Monologues
•
On Broadway
in
"Counsellor at Law"

BUY
UNITED
STATES
SAVINGS
BONDS
AND
STAMPS
★
Lawson Zerbe

KEMP, JUANITA
WDOD, Chattanooga, Tenn. Reveille With Sue.

KENYON, JAN
KLX, Oakland, Calif. Jan's Journal.

KERMAN, DAVID
Story of Mary Marlin CBS-NBC, Portia Faces Life NBC, Aldrich Family NBC, Easy Aces Blue-CBS.

KEYS, KATHRYN
Lux Radio Theatre CBS, Junior Miss CBS, Dear John CBS-Blue, Blondie CBS, Second Husband CBS.

KIERAN, JOHN
NBC. Information Please.

KIKER, W. A.
WFIG, Sumter, S. C. Dinner Bell Time, Smokey Mountain Melodies.

KILGALLEN, DOROTHY
CBS. Voice of Broadway.

KING, JOHN REED
MBS. Double Or Nothing.

KINSELLA, WALTER
NBC. Abie's Irish Rose, Stella Dallas.

KIRBY, DURWOOD
Blue. Club Matinee.

KIRKWOOD, JACK
KFRC, San Francisco, Calif. Don Lee Breakfast Club.

KITCHELL, ALMA
Blue. Meet Your Neighbor.

KLEEB, HELEN
MBS. Dr. Kate.

KLEIN, ADELAIDE
Cavalcade of America, NBC, Big Sister CBS, Bright Horizon CBS, Meet Mr. Meek CBS, Bess Johnson NBC, Grand Central Station NBC.

KOHL, ART
Blue. Danny Thomas Show.

KOLLMAR, RICHARD
CBS. Bright Horizon.

KOPF, REV. CARL HEATH
WEEI, Boston, Mass. From a Window on Beacon Street.

KORDICK, MARILYN
Arnold Grimm's Daughter NBC, Jack Armstrong Blue-MBS.

KORFF, ARNOLD
CBS-NBC. Story of Mary Marlin, Young Dr. Malone.

KRAATZ, DONALD
The Bartons NBC, Road of Life CBS-NBC.

KRAMER, MANDEL
Gangbusters Blue, Kate Smith Hour CBS, Manhattan at Midnight Blue, Famous Jury Trials Blue.

KRUGER, ALMA
CBS. Those We Love.

KRUGER, OTTO
CBS. Lux Radio Theatre.

KRUGMAN, LOU
Gangbusters Blue, Ma Perkins CBS-NBC, Columbia Workshop CBS, Lone Journey CBS-NBC, Authors' Playhouse NBC.

KUMMER, ELOISE
Right to Happiness NBC, Guiding Light NBC, Woman in White CBS, The Bartons NBC, Arnold Grimm's Daughter NBC, Romance of Helen Trent CBS, Scattergood Baines CBS.

KUPPER, KURT
Blue-MBS. Captain Midnight.

KUPPERMAN, JOEL
Blue. Quiz Kids.

KVALDEN, GRETA
CBS - NBC. Pepper Young's Family.

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CHARLOTTE MANSON

KYSER, KAY
NBC. Kay Kyser's College of Musical Knowledge.

— L —

LABBITT, MYRTLE
CKLW, Windsor, Ont. Home Chats, Women's Page.

LA BELLE, RUBERT
CBS-NBC. Story of Mary Marlin.

LAKE, ARTHUR
CBS. Blondie.

LAMB, GIL
NBC. Sealtest-Rudy Vallee Program.

LANE, TOMMY
Lux Radio Theatre CBS, Dr. Christian CBS, I Love a Mystery Blue.

LANG, HARRY
Dr. Christian CBS, Sealtest-Rudy Vallee Program NBC, Abbott and Costello NBC, Sergeant Gene Autry CBS, Maxwell House Coffee Time NBC, Screen Guild Theatre CBS, Arch Oboler's Plays NBC, Red Ryder NBC.

LARGAY, RAY
Gangbusters Blue, Parker Family Blue, We Love and Learn CBS, John's Other Wife Blue.

LARSON, BOBBY
CBS. Kitty Foyle, Lux Radio Theatre.

LATIMER, ED
Adventures of the Thin Man NBC, Lincoln Highway NBC, Bright Horizons CBS, Famous Jury Trials Blue.

LAUREN, JANE
Mr. District Attorney NBC, Big Town CBS.

LAURIE, JR., JOE
NBC-WOR, New York, N. Y. Can You Top This.

LAYNE, ZELLA
KGO, San Francisco, Calif. Santa Claus Time, Meyenberg Milk Program.

LAWRENCE, JERRY
WOR, New York, N. Y. Moonlight Saving Time, Mutual Matinee, Wax Museum, Battle of the Boroughs, Red Barber Show.

LAWRENCE, RAYMOND
Adventures of Sherlock Holmes NBC, Melody Ranch CBS, Big Town CBS.

LAWRENCE, ROBERT
Blue. Metropolitan Opera.

LAWTON, FLEETWOOD
ABCD Roundtable NBC, McMahon's Furniture Program KFI-KECA.

LEACH, NANCY
Stars Over Hollywood CBS, Signal Carnival NBC, Shakespearean Series NBC.

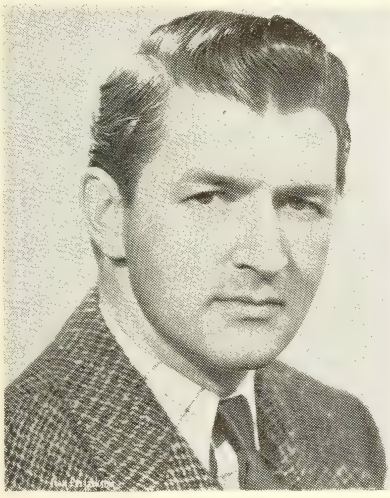
LEE, DONA
WTMV, East St. Louis, Ill. Bonds For Bullets.

LEGRAND, RICHARD
Blue. Homicide O'Kane.

LeGALLIENNE, EVA
Blue. Horror, Inc.

LEE, IRVIN
CBS. Big Town, Dr. Christian, Melody Ranch, Blondie.

LEMKE, IRMA
WGY, Schenectady, N. Y. Market Basket.



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LENARD, GRACE
Stars Over Hollywood CBS, Melody Ranch CBS, Adventures of Sherlock Holmes NBC, Dr. Christian CBS.

LEDOUX, LEONE
Blondie CBS, The Remarkable Miss Crandall NBC, Lux Radio Theatre CBS, Sealtest - Rudy Vallee Program NBC.

LEVANT, OSCAR
Information Please NBC, Cresta Blanca Carnival MBS.

LEWIS, CATHERINE
CBS, Big Town, Lux Radio Theatre.

LEWIS, FORREST
Tom Mix Straight - shooters Blue, Ma Perkins CBS-NBC, First Nighter MBS-CBS.

LEWIS, JEAN
NBC, Stella Dallas.

LINKLETTER, ART
Are You a Genius Blue, Who's Dancing Tonight NBC, What Do You Think MBS.

LIPTON, BILL
CBS-NBC, Story of Mary Marlin.

LISS, RONNY
Bright Horizon CBS, Bess Johnson NBC, Cavalcade of America NBC, Little Blue Playhouse Blue.

LIVINGSTONE, MARY
NBC. Grape Nuts Show.

LOGAN, JANET
Kraft Music Hall NBC, Dear John Blue-CBS, Junior Miss CBS.

LORDE, ATHENA
Young Widder Brown NBC, Kate Smith Hour CBS, Mr. Keen NBC, Dr. Christian CBS, Second Husband CBS-Blue.

LORRE, PETER
Blue, Inner Sanctum Mystery.

LOVETT, DOROTHY
WMRN, Marion, Ohio. Musical Moments.

LOVEJOY, FRANK
The O'Neills CBS-NBC, Manhattan at Midnight Blue, Joyce Jordan CBS, Man Behind the Guns CBS.

LUDDY, BARBARA
CBS-MBS. First Nighter.

LUXFORD, NOLA
The Anzac Hour NBC-WGED.

LYNCH, KEN
Blue. Hop Harrigan.

LYNCH, PEG
WTBO, Cumberland, Md. Vanity Fair, Ethel and Albert.

LYNN, BILLY
CBS. Tilly the Toiler.

LYNN, PATRICIA
NBC. Hawthorne House.

LYON, BEN
MBS. Stars and Stripes in Britain.

LYON, PRISCILLA
CBS. Junior Miss, Melody Ranch, Dr. Christian, Those We Love.

ALAN REED
"FALSTAFF OPENSHAW"
With Fred Allen, CBS
"SOLOMON LEVY"
on
"ABIE'S IRISH ROSE"
NBC
Title Role in the
Lunt & Fontanne Production
"THE PIRATE"
Martin Beck Theatre

MILDRED MURRAY

Dramatic Artist, Singer, Commentator
LExington 2-1100

LYTELL, BERT
CBS. Stage Door Canteen.

LYTELL, WILFRED
NBC. Just Plain Bill.

— M —

MacBRYDE, JACK
Death Valley Days CBS, Amanda of Honeymoon Hill Blue-CBS, Against the Storm NBC.

MacGREGOR, SHERMAN A.
Bright Horizon CBS, Manhattan at Midnight Blue, Gangbusters Blue, Aldrich Family NBC.

MACK, GILBERT

Kate Smith Hour CBS, Arch Oboler Plays CBS-NBC, Manhattan at Midnight Blue, Time to Smile NBC, Mr. and Mrs. North Blue, Adventures of the Thin Man NBC, We the People CBS, Inner Sanctum Mystery Blue, Bulldog Drummond MBS, Cresta Blanca Carnival MBS.

MacKAY, NORMAN
WQAM, Miami, Fla. Uncle Mac Reads the Funnies.

MacLAUGHLIN, DON
We Love and Learn CBS, Gangbusters Blue, Counterspy Blue.

MAHER, WALLY
CBS-NBC. Tommy Riggs and Betty Lou.

MAIER, DR. WALTER A.
MBS. Lutheran Hour.

MAITLAND, ARTHUR
NBC. David Harum, Stella Dallas.

MALONE, TED
Blue. Between the Bookends.

MANN, GLORIA
We the People CBS, Death Valley Days CBS, Bess Johnson NBC.

MANN, YVONNE
CBS. Aunt Jenny's Real Life Stories, We the People, Big Sister, Bright Horizon.

MANNING, JACK
Pepper Young's Family CBS-NBC, Maudie's Diary CBS, Mr. District Attorney NBC, Manhattan at Midnight Blue.

MANNING, KNOX
CBS. Stars Over Hollywood.

MANSON, CHARLOTTE

NBC. Guiding Light.

MARAIS, JOSEF
Blue. African Trek.

MARGETTS, MONTY
NBC. Dr. Kate.

MARKHAM, G. E.
WGY, Schenectady, N. Y. WGY Farm Paper of the Air, Science Forum, Farm Forum.

MARR, EDDIE
Lux Radio Theatre CBS, Kraft Music Hall NBC, Jack Benny Program NBC, Bob Hope Shows NBC.

MARSDEN, VICKI
CBS. Dr. Christian, Lux Radio Theatre.

ED LATIMER

Sincere thanks to the Agencies and members of the Radio Directors Guild who keep me busy.

MYRTLE VAIL

11 Consecutive Years on CBS

MARSHALOV, BORIS
Stories America Loves CBS, Against the Storm NBC.

MARTELLI, TONY
CBS. Lux Radio Theatre, Big Town, Stars Over Hollywood.

MARTIN, BERNICE
CBS. Romance of Helen Trent.

MARTIN, FRANK
Silver Theatre CBS, Dr. Christian CBS, Dear John Blue-CBS, Big Town CBS.

MARTIN, GALE
WMKC, Columbus, Ohio. Victory Corner.

MARTIN, IAN
Young Dr. Malone CBS-NBC, When A Girl Marries NBC, Life Can Be Beautiful CBS, Easy Aces Blue-CBS.

MARTIN, SALLY
WGY, Schenectady, N. Y.

MASON, MARY
CBS. Maudie's Diary.

MASSEN, OSA
CBS. Dr. Christian, Screen Guild Theatre.

MASSEY, MARY
NBC. Bess Johnson.

MAXFIELD, JEAN
KROW, Oakland, Calif. Story Teller.

MAXWELL, BOBBY DEANE
CBS-NBC. Story of Mary Marlin.

McBRIDE, DEWITT
First Line CBS, Ma Perkins CBS-NBC, Road of Life CBS-NBC, Backstage Wife NBC, Famous Jury Trials Blue.

McBRIDE, MARY MARGARET
NBC.

McCAMBRIDGE, MERCEDES
NBC. Abie's Irish Rose.

McCAMMON, BESS
Romance of Helen Trent CBS, Lone Journey CBS-NBC.

McCARTHY, CLAIRE
WAOV, Vincennes, Ind. The Children's Hour.

McCLAIN, JIMMY
NBC. Dr. I Q.

McCOMB, KATE
CBS-NBC. The O'Neills.

McCORD, MAY KENNEDE
KWK, St. Louis, Mo.

McDONALD, FLORETTA
I Love a Mystery Blue, Dear John Blue-CBS, Shirley Temple Time CBS.

McDONNELL, CRAIG
CBS-NBC. David Harum.

McCONNELL, LULU
WOR, New York, N. Y. It Pays To BE Ignorant.

McGOVERN, JOHN
Kate Smith Hour CBS, Second Husband Blue-CBS, The Goldbergs CBS, Lorenzo Jones NBC.

McKINNEY, BYRON
Aunt Jenny's Real Life Stories CBS, Bess Johnson NBC.

McLENDON, LEE
KROW, Oakland, Calif. Trader Fred.

McNAUGHTON, HARRY
WOR, New York, N. Y. It Pays To Be Ignorant.

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STAGE
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ARNOLD STANG

McNEILL, DON
Blue. Breakfast Club.

McVEY, TYLER
Melody Ranch CBS, Screen Guild Theatre CBS, Dear John Blue-CBS, Dr. Christian CBS.

MEHRA, LAL C.
I Love a Mystery Blue, Lux Radio Theatre CBS, Maxwell House Coffee Time NBC.

MENKEN, HELEN
CBS. Second Husband.

MEIGHAN, JAMES
NBC-Blue. Just Plain Bill.

MEREDITH, JUNE
CBS-NBC. Story of Mary Marlin.

MERRICK, MARGARET
Blue. Quiz Kids.

MEYERS, DICKIE
CBS. Dr. Christian, Big Town, Junior Miss, Melody Ranch.

MEYERS, DR. J. A.
WIBG, Philadelphia, Pa. Unseen Advisor.

MILLER, FREDDIE
WTRY, Troy, N. Y. Timekeeper.

MILLER, SOPHIE
WKNY, Kingston, N. Y. Sophia and Joshia.

MILROD, SYLVIA
WINX, Washington, D. C. Victory Starts at Home.

MILSON, HOWARD
CKCL, Toronto, Ont. CKCL Workshop.

MITCHELL, ED
WGY, Schenectady, N. Y. Farm Paper of the Air, Science Forum, Farm Forum.

MITCHELL, EVERETT
Blue. Farm and Home Hour.

MITCHELL, SHIRLEY
NBC. The Great Gildersleeve, Sealtest-Rudy Vallee Program, Story Editor, Eyes Aloft.

MOHN, MONTY
KGO, San Francisco, Calif. Santa Claus Time, Sonia's Party.

MONKS, JAMES
Light of the World NBC, Radio Readers' Digest CBS, Against the Storm NBC, Pepper Young's Family CBS-NBC.

MOORE, CARL
WEEI, Boston, Mass. Tip-Top O' the Morning, Carl Moore's Coffee Club.

MOORE, GARY
NBC. Everything Goes.

MOORE, TOM
WAIT, Chicago, Ill. Howdy Ladies.

MORAN, PATSY
Major Hoople Blue, Junior Miss CBS.

MORGAN, CATHERINE
Bob Burns Program CBS, Screen Guild Theatre CBS, Sealtest-Rudy Vallee Program NBC.

MORGAN, CLAUDIA
The Adventures of the Thin Man NBC, Against the Storm NBC, Light of the World NBC, We Love and Learn CBS, Right to Happiness NBC.

DWIGHT WEIST
ACTOR
and
AIR SALESMAN
LA 4-1200

"ROUGH TO ROMANTIC"
FRANK
LOVEJOY

MANHATTAN AT MIDNIGHT
JOYCE JORDAN
MAN BEHIND THE GUN
•
Lackawanna 4-1200

MORGAN, ELIZABETH
Young Dr. Malone CBS-NBC, When a Girl Marries NBC, Stella Dallas NBC.

MORGAN, FRANK
NBC. Maxwell House Coffee Time.

MORGAN, JANE
Point Sublime NBC, Dr. Christian CBS, One Man's Family NBC.

MORGAN, MARY
CKLW, Windsor, Ont. Fashions In the News.

MORIN, ALBERT
CBS. Big Town, Melody Ranch, Screen Guild Theatre.

MORRISON, BRET
First Nighter MBS-SBS, Authors' Playhouse NBC.

MORRISON, ETHEL
CBS-NBC. Young Dr. Malone.

MOSS, ARNOLD
This Is Our Enemy MBS, Story of Mary Marlin CBS-NBC.

MOYLES, JACK
KGO, San Francisco, Calif. Alias John Freedom.

MUELLER, MARVIN
Romance of Helen Trent CBS, Right to Happiness NBC, Guiding Light NBC, First Line CBS, Backstage Wife NBC.

MUNIER, FERDINAND
Lux Radio Theatre CBS, I Love a Mystery Blue, Dr. Christian CBS, Big Town CBS.

MUNSON, ONA
CBS. Big Town.

MURRAY, MILDRED

Kate Smith Hour CBS, Terry and the Pirates Blue, Elsa Maxwell's Partyline Blue, Fairy Soap Singing Commercials CBS.

MURPHY, HORACE
CBS. Sergeant Gene Autry.

MYSTERY CHEF
Blue. Mystery Chef.

— N —

NAGEL, CONRAD
CBS. Silver Theatre, Radio Reader's Digest.

NASH, REG
WWSR, St. Albans, Vt. Hash with Nash.

NEELY, HENRY M.
CBS. We Love and Learn.

NESBITT, JOHN
NBC. Westinghouse Program.

NEUMAYER, MARILOU
Captain Midnight Blue-MBS, Knickerbocker Playhouse NBC.

NIESEN, CLARE
NBC. Light of the World, Mr. District Attorney.

NOA, JULIAN
NBC. Right to Happiness.

NORELL, HENRY
Valiant Lady CBS-NBC, Aldrich Family NBC, Manhattan at Midnight Blue, Crime Doctor CBS.

JACKSON BECK
NARRATOR—CBS
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JOE TURP
"JOE & ETHEL TURP"
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"André Kostelanetz Hour"

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NORMAN, DON
MBS. Your Date.

NUSBAUM, MORT
WSAY, Rochester, N. Y. 1240 Club.

— O —

O'DAY, MICKEY
Blue. Little Blue Playhouse, The Parker Family.

O'HAIRE, EUGENE
WGY, Schenectady, N. Y. Yankee Doodlers, Gene and Syracuse.

O'KEEFE, WALTER
NBC. Battle of the Sexes.

O'KEEFE, WINSTON
NBC. Story of Mary Marlin.

OKUN, LILLIAN
WMCA, New York, N. Y. Civilian Defense News.

OLIVER, SHERLING
The Man I Married CBS, Valiant Lady CBS-NBC.

OLMSTEAD, NELSON
NBC. World's Greatest Stories, Painted Dreams.

ORR, ANGELINE HEDRICK
Ma Perkins CBS-NBC, Stepmother CBS, The First Line CBS.

ORTEGA, SANTOS
Adventures of Ellery Queen NBC, Adventures of Bulldog Drummond MBS, Men, Machines and Victory Blue.

OSBORN, TED
Manhattan at Midnight Blue, We the Abbotts NBC.

O'SHEA, PATSY
Story of Mary Marlin CBS-NBC, Dr. Christian CBS. Against the Storm NBC, Portia Faces Life NBC.

— P —

PALMER, EILEEN
NBC. Lonely Women.

PARKER, FRANKLIN
CBS. Big Town, Dr. Christian, Second Mrs. Burton, Melody Ranch.

PARNELL, EVA
CBS. Romance of Helen Trent.

PAYNE, BRUCE
Blondie CBS, Dr. Christian CBS,, I Love a Mystery Blue, Second Mrs. Burton CBS.

PAYNE, VIRGINIA
Ma Perkins CBS-NBC, Lonely Women NBC.

PEABODY, EDDIE
NBC. National Barn Dance.

PEARCE, AL
NBC. Al Pearce and His Gang.

PEARSON, GE GE
Melody Ranch CBS, Silver Theatre CBS, Sealtest-Rudy Vallee Program NBC, Stars Over Hollywood CBS.

PEARY, HAROLD
NBC. The Great Gildersleeve.

PECK, CHARLES
CBS. Lux Radio Theatre.

PENMAN, CHARLES
Uncle Walter's Doghouse NBC, First Nighter MBS-CBS, That Brewster Boy CBS-NBC.

BOB EMERY

Producer:
"Rainbow House"
WOR—MBS
Director:
"Battle of Boroughs"
WOR (for Noxema)
Master of Ceremonies:
"Did You Hear?"
WMCA
In Preparation:
"The Flying Commandos"
"The Helping Hand"

JERRY LAWRENCE

Mutual Matinee
Wax Museum
Battle of the Boroughs
Red Barber Show

W O R — M B S

PENNARIO, JOEY
Lux Radio Theatre CBS, Screen Guild Theatre CBS, Point Sublime NBC.

PERSONS, FERN
NBC. The Bartons.

PETERSON, ARTHUR
NBC. Guiding Light.

PIERCE, MADELEINE
Pepper Young's Family CBS-NBC, Life Can Be Beautiful CBS, Second Husband CBS-Blue, Armstrong Theatre CBS, Just Plain Bill NBC.

PLATTS, ALMA
Road of Life CBS-NBC, Right to Happiness NBC, This Is Life MBS.

PRENTISS, ED
Blue-MBS. Capt. Midnight.

PRESCOTT, ALLEN
Blue. The Wife Saver, Prescott Presents.

PROFESSOR QUIZ

PRYOR, ROGER
CBS. Gulf Screen Guild Theatre.

— Q —

QUESTAL, MAE
Blue. Basin Street Chamber Music Society.

QUIGLEY, JUANITA
CBS. Lux Radio Theatre.

— R —

RAEBURN, BRYNA
Maudie's Diary CBS, Cavalcade of America NBC, March of Time NBC.

RAHT, KATHARINE
NBC. Aldrich Family.

RAINEY, BUD
WTIC, Hartford, Conn. Day Dreams.

RANDOLPH, ISABEL
NBC. Fibber McGee & Molly.

RANDOLPH, LILLIAN
The Great Gildersleeve NBC. The Remarkable Miss Tuttle NBC, Lux Radio Theatre CBS, Big Town CBS.

RANKIN, PETER
CBS. Dr. Christian.

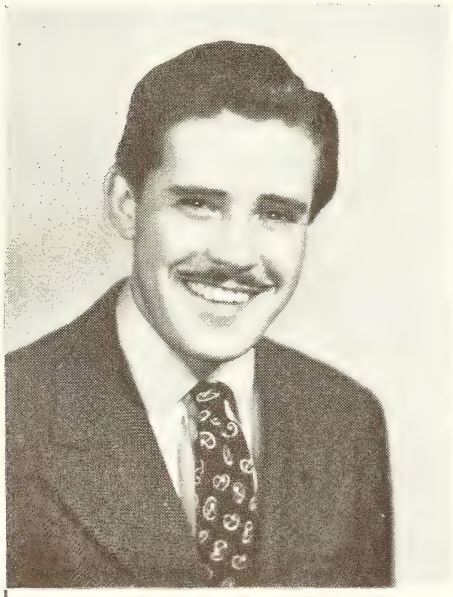
RASKYN, SAM
Gay Nineties CBS, Duffy's Tavern CBS-Blue, Columbia Workshop CBS.

READICK, FRANK
NBC. Cavalcade of America.

READ, SUE
Man About Town WQXR, Great Moments in Music CBS, Valiant Lady CBS, Bright Horizon CBS, Big Sister CBS, Cisco Kid WOR, Ted Steele's Studio Party WEAF, Ellery Queen WEAF.

REDFIELD, BILLY
Bule. Little Blue Playhouse.

REED, ALAN
Fred Allen CBS, Abie's Irish Rose NBC, The Shadow MBS, Easy Aces Blue, Philip Morris Playhouse CBS, Manhattan at Midnight NBC.



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REED, TOBY
NBC. Fitch Bandwagon.

REESE, ANNESE
CBS. Lux Radio Theatre, Silver Theatre.

REINHEART, ALICE
Life Can Be Beautiful CBS, Gangbusters Blue, Mr. District Attorney NBC.

RELLER, ELIZABETH
NBC. Young Dr. Malone.

REVELL, NELLIE
NBC. Nellie Revell Presents.

REYNOLDS AUDREY
CBS. Lux Radio Theatre.

RICE, FRANK
WGTM, Wilson, N. C. Mustard & Gravy.

RICH, IRENE
CBS. Dear John.

RICKABY, RUTH
Melody Ranch CBS, Screen Guild Theatre CBS, Dr. Christian CBS, Point Sublime NBC.

RIGGS, TOMMY
NBC-CBS Tommy Riggs and Betty Lou.

RIPLEY, BOB
Blue. Scramble.

RITTER, THELMA
NBC. Lorenzo Jones.

ROBBIN, JANE
Gangbusters Blue, Mr. District Attorney NBC, Philip Morris Playhouse CBS, Columbia Workshop CBS.

ROBERTSON, ARNOLD H.
The Bartons NBC, Scattergood Baines CBS, Captain Midnight Blue-MBS, Authors' Playhouse NBC, First Line CBS.

ROBERTSON, "TEXAS JIM"
Against the Storm NBC, Death Valley Days CBS, Stories America Loves CBS, WIS Barn Dance, WNBC Barn Dance.

ROBINSON, DOROTHY
Thus We Live CBS, Wings of Destiny NBC.

ROBINSON, EDWARD G.
CBS. Big Town.

ROESE, RAY
WBNS, Columbus, Ohio. Hired Hands.

ROESSLER, ELMIRA
Romance of Helen Trent CBS, Right to Happiness NBC, Ma Perkins CBS-NBC, Woman in White CBS.

ROGERS, ROC
Gangbusters Blue, Big Sister CBS, Stories America Loves CBS, Ellery Queen NBC.

ROLFE, MARY
NBC. Aldrich Family.

ROOT, CONSTANCE
NBC. Right to Happiness, Arnold Grimm's Daughter.

ROSE, WILLIAM
Blue-MBS. Captain Midnight.

ROSS, COLBY
CBS. Dr. Christian

ROSS, EARLE
The Great Gildersleeve NBC, Point Sublime NBC, Eyes Aloft

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NBC, Lights Out CBS, Bob Burns CBS, Red Ryder NBC, Blondie CBS.

ROSS, LANNY
CBS. Comedy Caravan.

ROY, BILLY
CBS. Lux Radio Theatre, Mayor of the Town.

ROY, CECIL
The Goldbergs CBS, When a Girl Marries NBC, Don Winslow of the Navy Blue, Amanda of Honeymoon Hill CBS-Blue.

ROYLE, SELENA
NBC. Right to Happiness.

REBESSA, GENE
WNEW, New York, N. Y. The Music Maker, Boys in the Back Room.

RUBIN, BENNY
CBS. Only Yesterday.

RUBIN, JACK
NBC. The O'Neills.

RUSSELL, JANET
CBS. Second Mrs. Burton, Lux Radio Theatre, Junior Miss, Dr. Christian.

RUSSELL, RUTH
NBC. Just Plain Bill.

— S —

SALE, VIRGINIA
Those We Love, Lux Radio Theatre CBS, Chase and Sanborn Program NBC, Silver Theater CBS.

SANDERSON, JULIA
CBS. Crumit and Sanderson.

SANFORD, FLORENCE
WGY, Schenectady, N. Y. Stars of Tomorrow.

SARGENT, NANNETTE
Ma Perkins CBS-NBC, Road of Life CBS-NBC, That Brewster Boy CBS-NBC, Lonely Women NBC.

SAUK, CHET
Blue. Lum and Abner.

SAXTON, DONNIE
WMBO, Auburn, N. Y.

SAXTON, MARGIE
WMBO, Auburn, N. Y.

SCHNABEL, STEFAN
Story of Mary Marlin, CBS-NBC, Against the Storm NBC, Portia Faces Life NBC.

SCHROEDER, WALTER
WHBF, Rock Island, Ill. Starlet Theatre.

SCOTT, DOROTHY
Silver Theatre CBS, Big Town CBS, Maxwell House Coffee Time NBC, Cavalcade of America NBC.

SCOTT, FRANCES
WABC, New York, N. Y. It Takes a Woman.

SCRIBNER, JIMMIE
MBS. The Johnson Family.

SCULLY, FRANCES
Blue. Speaking of Glamour.

SEITZ, WALLY
Road of Life CBS-NBC, Right to Happiness NBC, Guiding Light NBC.

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SELBY, SARAH
Blue. Homicide O'Kane.

SEYMOUR, ANN
CBS-NBC. Story of Mary Marlin.

SHARPE, LESTER
Lux Radio Theatre CBS, Big Town CBS, Dr. Christian CBS, Remarkable Miss Tuttle NBC.

SHEA, JOAN
Against the Storm NBC, Aldrich Family NBC, Kate Smith Hour CBS, Big Sister CBS.

SHEEHAN, TESS
Young Dr. Malone CBS-NBC, Woman of Courage CBS.

SHELLEY, BILL
NBC. Front Page Farrell.

SHELTON, GEORGE
WOR, New York, N. Y. It Pays To Be Ignorant.

SHERIDAN, NANCY
Philip Morris Playhouse CBS, Amanda of Honeymoon Hill CBS-Blue, Lorenzo Jones NBC.

SHERWOOD, MILLARD
CBS. Melody Ranch.

SHIELDS, HELEN
Kate Smith Hour CBS, Gangbusters Blue, Mr. District Attorney NBC, The O'Neills CBS-NBC.

SHIPP, MARY
Manhattan at Midnight Blue, We the People CBS, Cavalcade of America NBC.

SHOBAKEN, RUDIE
KASA, Elk City, Okla. Mythical Ballroom.

SHOCKLEY, MARIAN
NBC. Adventures of Ellery Queen.

SHOEMAKER, MRS. J. W.
WOAV, Vincennes, Ind. The Master Mind.

SHRINER, HERB
CBS. Comedy Caravan.

SIMMS, GINNY
CBS. Johnny Presents Ginny Simms.

SINGLETON, PENNY
CBS. Blondie.

SKARSTEDT, VANCE
KLX, Oakland, Calif. Star Shadow.

SKELTON, RED
NBC. Red Skelton & Company

SKULNICK, MENASHUA
NBC. Abie's Irish Rose.

SLATER, TOM
MBS. This Is Fort Dix, The Better Half.

SMILEY, RALPH
Columbia Workshop CBS, March of Time NBC, Cavalcade of America NBC.

SMITH, BETTY RUTH
Lone Journey CBS-NBC, Doctors at Work CBS.

SMITH, HOWARD
March of Time NBC, Cavalcade of America NBC, Mr. District Attorney NBC, Gangbusters Blue, Crime Doctor CBS.

SMITH, KATE
CBS. Kate Smith Hour, Kate Smith Speaks.

SMITH, SIDNEY
NBC. Light of the World.

SMOLEN, TOMMY HUGHES
Blue. Little Blue Playhouse.

SMOLEN, VIVIAN
Stella Dallas NBC, Gangbusters Blue, David Harum CBS-NBC, Little Blue Playhouse Blue.

SONDEGAARD, HESTER
Against the Storm NBC, Valiant Lady CBS-NBC, 26 By Corwin CBS.

SOREL, GEORGE
CBS. Big Town, Arkansas Traveller, Melody Ranch.

SORIN, LOUIS
Cisco Kid WOR, This Is Our Enemy MBS, Manhattan at Midnight CBS, Radio Reader's Digest CBS, We the People CBS, The Goldbergs CBS.

SOTHERN, JEAN
NBC. Pepper Young's Family.

SOUBIER, CLIFF
CBS-NBC. Lone Journey.

SOULE, OLAN
NBC. Bachelor's Children.

SPAETH, DR. SIGMUND
Blue. Metropolitan Opera.

SPALDING, ALBERT
CBS. Pause That Rerfresher on the Air.

SPRAGUE, VER LYNN
WAIT, Chicago, Ill. Soldiers in the Kitchen.

STANG, ARNOLD
The Goldbergs CBS, Johnny Presents NBC, Meet Mr. Meek CBS.

STEVENS, JULIE
Kitty Foyle CBS, Stories America Loves CBS, Abie's Irish Rose NBC, Grand Central Station NBC.

STEVENS, NAOMI
NBC. One Man's Family.

STEWART, ALLEN
WJZ, New York, N. Y. The Blue Bandstand.

STEWART, DIXON
WFBC, Greenville, S. C. Hi Neighbor.

STOKES, ERNEST
WGTM, Wilson N. C. Mustard & Gravy.

STONE, ANNE
Second Mrs. Burton CBS, Sealtest-Rudy Vallee Program NBC, Point Sublime NBC, I Love a Mystery Blue.

STOKEY, CHARLES
CBS. Columbia's Country Journal.

STOOPNAGLE, COL. LEMUEL Q.
Blue. The Lion's Roar.

STOUT, REX
CBS. Our Secret Weapon.

STRATTON, CHESER
Against the Storm NBC, The O'Neills CBS-NBC, Hap Harrigan Blue, Light of the World NBC.

STUDEBAKER, HUGH
Blue-MBS. Captain Midnight.

STYLES, HAL
KFWB, Los Angeles, Calif. Facing Facts.

SUBER, RAY
Ma Perkins NBC, Hot Copy Blue.

SUMMERS, HOPE
Woman in White CBS, Guiding Light NBC, Road of Life CBS-NBC, Right to Happiness NBC, Ma Perkins CBS-NBC.

SWENSON, KARL
NBC. Lorenzo Jones, Cavalcade of America.

SWEET, MARION
NBC. Lincoln Highway.

— T —

TALLEY, JACKIE
WFBL, Syracuse, N. Y. Women's Page.

TANSEY, JIMMY
NBC. The O'Neills.

TANSWELL, BERTRAM
Commandos CBS, Stage-Door Canteen CBS, Second Husband CBS, Grand Central Station NBC, Young Dr. Malone CBS, Great Plays NBC.

TAYLOR, DEEMS
America Preferred MBS, N. Y. Symphony CBS, Family Hour CBS.

TAYLOR, ELEANOR
One Man's Family NBC, I Love a Mystery Blue, Screen Guild Theatre CBS, Sealtest-Rudy Vallee Program NBC.

TAYLOR, REESE
Road of Life CBS-NBC, Woman in White CBS, Backstage Wife NBC, Right to Happiness NBC, Romance of Helen Trent CBS.

TEDROW, IRENE
CBS. Dr. Christian, Second Mrs. Burton, Big Town.

TEMPLE, SHIRLEY
CBS. Junior Miss.

TERRISS, TOM
NBC. Vagabond Adventurer.

TETLEY, WALTER
The Great Gildersleeve NBC, Burns and Allen CBS.

THATCHER, LEORA
Story of Mary Marlin CBS-NBC, When a Girl Marries NBC, Right to Happiness NBC.

THOMAS, ANN
Easy Aces CBS-Blue, Meet Mr. Meek CBS, Abie's Irish Rose NBC, Bess Johnson NBC.

THOMAS, DANNY
Blue. Danny Thomas Show.

THOMAS, ED
WBAX, Wilkes - Barre, Pa. Radio Poet.

THOMAS, JOHN
Stella Dallas NBC, Valiant Lady CBS-NBC, Manhattan at Midnight Blue.

THOMPSON, BILL
NBC. Fibber McGee and Molly.

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The Goldbergs CBS, Mr. District Attorney NBC, Easy Aces CBS-Blue, Young Dr. Malone CBS-NBC.

THORSON, RUSSELL
Story of Mary Marlin CBS-NBC, Tom Mix Blue.

TIERS, VAN DYKE
Blue. Quiz Kids.

TOBIN, ANN
CBS. Lux Radio Theatre, Screen Guild Theatre, Silver Theatre.

TOBIN, LU
KGO, San Francisco, Calif. Charlie Harper, Alias John Freedom.

TOKAR, NORMAN
NBC. Aldrich Family.

TOWNE, CLEVELAND
Uncle Walter's Doghouse NBC, Authors' Playhouse NBC, Jack Armstrong MBS-Blue, Romance of Helen Trent CBS, Lone Journey CBS-NBC.

TREMAYNE, LES
CBS-MBS. First Nighter.

TRINLER, MIMI
WDOD, Chattanooga, Tenn. Pickett's Style Show of the Air.

TUTTLE, LURENE
The Great Gildersleeve NBC, Dr. Christian CBS.

TULLY, TOM
We the People CBS, Death Valley Days CBS, Manhattan at Midnight Blue, Mr. District Attorney NBC.

TYLER, BETTY JANE
We Love and Learn CBS, Dr. Christian CBS, The O'Neills CBS-NBC, Lincoln Highway NBC.

— U —

UNGER, STELLA
Blue. Your Hollywood Newsgirl.

UTTAL, FRED
Blue. Army Navy Game.

— V —

VAGUE, VERA
NBC. Bob Hope Show.

VAIL, MYRT
CBS.

VALENTINE, GRACE
NBC. Stella Dallas.

VALENTY, LILI
NBC. Story of Mary Marlin.

VALENZUELA, JESUS
KTMS, Santa Barbara, Calif. Hour of the Artists.

VALLE, FELIX
CBS. Lux Radio Theatre.

VALLEE, RUDY
NBC. Sealtest - Rudy Vallee Program.

VANDER PYL, JEAN
Cavalcade of America NBC, Screen Theatre CBS, Big Town CBS, Aldrich Family NBC.

VAN DOREN, MARK
CBS. Invitation to Learning.

VAN DYK, JAMES
Death Valley Days CBS, Prudential Family Hour CBS, Mr. District Attorney NBC.

VAN PATTAN, DICKIE
Manhattan at Midnight Blue, We the People CBS, Portia Faces Life NBC, David Harum CBS-NBC.

VAN ROOTEN, LUIS
MBS. Adventures of Bulldog Drummond.

VAN TULL, HELLEN MARR
Lone Journey CBS-NBC, Right to Happiness NBC.

VAUGHAN, BERYL
Ma Perkins CBS-NBC, Uncle Walter's Doghouse NBC, Romance of Helen Trent CBS.

VOLA, VICKI
NBC. Mr. District Attorney.

VIGRAN, HERBURT
Those We Love CBS, Second Mrs. Burton CBS, Dr. Christian CBS, Dear John CBS-Blue.

VONN, VYOLA
Maxwell House Coffee Time NBC, Silver Theatre CBS, Big Town CBS.

— W —

WALDMAN, HERMAN
CBS. Lux Radio Theatre, Big Town, Second Mrs. Burton, Those We Love.

WALKER, BENNY
NBC. Tillamook Kitchen .

WALL, LUCILE
NBC. Lorenzo Jones.

WALLINGTON, JIMMY
CBS. Texaco Star Theatre

WALSH, JOHN J.
NBC. Backstage Wife.

WANN, PAUL
WDOD, Chattanooga, Tenn.

WARD, COLLEEN
Lorenzo Jones NBC, Manhattan at Midnight Blue, Big Town CBS.

WARD, GEORGE
Second Husband CBS-Blue, Just Plain Bill NBC-Blue, David Harum CBS-NBC.

WARE, MARY LOUISE
KFJZ, Fort Worth, Texas. Women's Page of the Air.

WARING, FRED
CBS. Chesterfield Presents Fred Waring in Pleasure Time.

WARNER, GERTRUDE
NBC. Light of the World.

WARREN, ELMER
WBT, Charlotte, N. C. The Briarhoppers, Dixie Farm Club, Dixie CBS Net Jamboree.

WATERS, BILL
WHEB, Portsmouth, N. H. Smilin' Bill Waters.

WATSON, DUKE
Stepmother CBS, Ma Perkins CBS-NBC, Knickerbocker Playhouse NBC.

WEBBER, KARL
Lone Journey CBS-NBC, Woman in White CBS, Romance of Helen Trent CBS, Guiding Light NBC, Road of Life NBC, Captain Midnight MBS-Blue.

WEBSTER, CHARLES
NBC. Right to Happiness.

WEBSTER, MARGARET
CBS. The Radio Reader.

WEIST, DWIGHT

March of Time NBC, Gangbusters Blue, Famous Jury Trials Blue.

WELLES, ORSON
CBS. Ceiling Unlimited, Hello Americans.

WELLS, BILL
WNEW, New York, N. Y. "Lazy" Bill Wells & His Gang.

WELLS, DICK
CBS-NBC. Ma Perkins.

WELLS, SARAJANE
Road of Life CBS-NBC, Guiding Light NBC, Right to Happiness NBC, Jack Armstrong MBS-Blue.

WENTWORTH, MARTHA
Blue. Red Ryder.

WEST, JANE
NBC. The O'Neills.

WHITMAN, STANLEY
Blue. Scramble.

WESTCOTT, HELEN
CBS. Dr. Christian, Those We Love.

WHITE, WALTER, JR.
Lux Radio Theatre CBS, Dear John CBS-Blue, Silver Theatre CBS.

WHITTED, NORFLEY
WDNC, Durham, N. C. Southern Plantation.

WIDMARK, DICK
NBC. Front Page Farrell.

WIDMER, HARRIETTE
NBC. Lonely Women.

WILEY, FLETCHER
CBS. Talks.

WILLARD, HOWARD
Major Hoople Blue, Dr. Christian CBS, Blondie CBS, Big Town CBS.

WILLIAMS, FLORENCE
MBS-NBC. Front Page Farrell.

WILLIAMS, MARGARET
KLX, Oakland, Calif. Hospitality House Show.

WILLIAMS, RICHARD
Blue. Quiz Kids.

WILLIAMS, RHODA ELAINE
Dr. Christian CBS, Blondie CBS, Kraft Music Hall NBC, Chase and Sanborn Program NBC.

WILLIAMS, TOM
CBS. The Garden Gate.

WILLIS, PATTI
Uncle Walter's Doghouse NBC, Story of Mary Marlin CBS-NBC, Arnold Grimm's Daughter NBC.

WILLS, JOE
KFJZ, Fort Worth, Tex. 5:30 Whistle.

WILSON, CLAIRE

WOR, New York, N. Y. Claire Wilson Reports.

WILSON, ED
KWK, St. Louis, Mo. MJB Show.

WILSON, ETHEL
Second Husband CBS-Blue, David Harum CBS-NBC, Young Dr. Malone CBS-NBC.

WINCHELL, WALTER
Blue. Jergens Journal with Walter Winchell.

WINCHOLL, JOHN
Blue. Musical Steelmakers.

WINKLER, BETTY
NBC. The O'Neills.

WOLFE, WINIFRED
NBC. One Man's Family.

WOOD, HELEN
CBS. Those We Love.

WOODS, DONALD
CBS. Those We Love.

WOODS, LESLEY
MBS. Adventures of Bulldog Drummond.

WOODWARD, FRANCES
CBS. Lux Radio Theatre.

WORTH, BETTY
We Love and Learn CBS, Famous Jury Trials Blue, The Man I Married CBS.

WRAGGE, BETTY
Pepper Young's Family CBS-NBC, Manhattan at Midnight Blue, Aldrich Family NBC, Gangbusters Blue.

WYBRANTS, KATHLEEN
WDAE, Tampa Fla. Kathleen Calling, Pardo's Market.

— Y —

YANOFSKY, MARIE
WHP, Harrisburg, Pa. Women at War.

YOUNG, ARTHUR, JR.
NBC. Right to Happiness.

YOUNG, CARLETON
NBC. The O'Neills, Story of Mary Marlin, Adventures of Ellery Queen.

YOURMAN, ALICE
Bright Horizon CBS, The Man I Married CBS, Bess Johnson NBC, Young Dr. Malone CBS-NBC.

— Z —

ZARLEY, LOIS
CBS-NBC. Road of Life.

ZERBE, LAWSON
Pepper Young's Family NBC, Scramble Blue.

ZINKE, PEGGY
Aldrich Family NBC, Death Valley Days CBS, Aunt Jenny's Real Life Stories CBS, Big Town CBS, Big Sister CBS.

ZOLLER, JACK
Silver Theatre CBS, I Love a Mystery Blue, Dr. Christian CBS, Lum and Abner Blue.

ZOMAR, KARL
WKRC, Cincinnati, Ohio. Zomar's Scrapbook.

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CFOS, Owen Sound, Ont.

ANDERSON, CHESTER
WAPO, Chattanooga, Tenn. Kentucky Sweethearts.

ANDREWS, AMY ANN
KTUL, Tulsa, Okla. Something Old, Smething New.

ANDREWS SISTERS
Network Guest Spots.

"ANITA" (KURT)
Tommy Riggs NBC, Lu Bring Orchestra Blue.

ANTOINE, JOSEPHINE
NBC. Contented Hour.

ARCHER, GENE
WRC, Washington, D. C. Gene Archer Entertains.

ARRES, DON
MBS-WOR, New York, N. Y. Tropical Serenade.

ASTON, BUZZ
KDKA, Pittsburgh, Pa. Bernie Presents, Buzz and Bill.

AUTRY, GENE
CBS. Melody Ranch, Sergeant Gene Autry.

AYERS, MARLENE
KOY, Phoenix, Ariz.

— B —

BABBITT, HARRY
NBC. Kay Kyser's College of Musical Knowledge.

BAGGIORE, ATTILIO
MBS. Chicago Theatre of the Air.

BAILEY, MILDRED
CBS. Time Out for Laughs with Lou Holtz.

BAKER, DICK
WLS, Chicago, Ill., WIND, Gary, Ind.

BAKER, GENE
Blue. Song of a Dreamer.

BAKER, JACK
Blue. Club Matinee, Wilson Milk Show.

BAKER, JERRY
WMCA, New York, N. Y.

BAKER, KENNY
CBS. Texaco Star Theatre.

BARCLAY, MARILYN
WHBF, Rock Island, Ill. Reflections.

BARRES, FAYE
WQAM, Miami, Fla. Echoes from the Hills.

BARTON, VERA
CBS.

BATES, LULU
Blue. Those Good Old Days.

BAUER, ELAINE
WCKY, Cincinnati, Ohio. Dinner Celebrities, Pan Americans.

BEASLEY, IRENE
Ivory Flakes Program CBS-NBC, What's Cookin' CBS-NBC, Savarin Coffee ETs, Connecticut Bus Co. ETs, Tote Your Own ETs.

BERNERT, NACE
Blue. African Trek.

BERQUIST, ANTOINETTE
KGO, San Francisco, Calif. The Great Melody.

BOGGS, GLENN PERRY
WTAR, Norfolk, Va. Betty the Girl Friend.

BOSWELL, CONNEE
CBS. Camel Caravan.

BOURQUE, ALINE
CHLT, Sherbrooke, Que. Songs by Aline.

BOYETTE, ANDY
WQAM, Miami, Fla. Echoes from the Hills.

BRADLEY, CURLEY
Blue. Club Matinee.

BREDESEN, PAUL
KGFW, Kearney, Nebr. Gospel Reveille.

BRIAN SISTERS
Blue.

BRINEY, MARY MARTHA
KDKA, Pittsburgh, Pa. Tap Time, Bernie Presents.

BROWN, GEORGE
CJOC, Lethbridge, Alberta.

BRUCE, CAROL
CBS. Al Jolson Show.

BRUIN, HAROLD
CFOS, Owen Sound, Ont.

BUNN, OLLIE
WGTM, Wilson, N. C. The Bunn Brothers.

BUNN, ROBERT
WGTM, Wilson, N. C. The Bunn Brothers.

BURKE, PAT
WCKY, Cincinnati, Ohio. Dinner Celebrities.

BURNETT, CHESTER
WMAZ, Macon, Ga. Friendly Voice.

BUSH, DON
WOWO, Fort Wayne, Ind.

BUSH, HELEN
WOWO, WGL, Fort Wayne, Ind.

— C —

CAESAR, IRVING
MBS. Irving Caesar's Safety Songs.

CAMPBELL, CECIL
WBT, Charlotte, N. C. Avalon Time, Dixie CBS Net Jamboree, The Briarhoppers.

CANTOR, EDDIE
NBC. Time to Smile.

CAREY, STANLEY
WGNY, Newburgh, N. Y. Song Evangelist.

CARLSON, HOWARD
WIBC, Indianapolis, Ind. Hymn-time, Friendly House.

CARPENTER, BERT
KSUB, Cedar City, Utah. Familiar Melodies.

CARROLL, NORM
WOWO, WGL, Port Wayne, Ind.

CARSON, JACK
WSOY, Decatur, Ill. Smilin' Jack Carson.

CASEY, CLAUDE
WBT, Charlotte, N. C. The Briarhoppers, Avalon Time, Dixie Farm Club, Dixie CBS Net Jamboree.

CASEY, RUTH
WEEI, Boston, Mass. Youth on Parade.

CASH, JIMMY
CBS. Burns & Allen.

CASSEL, PETE
WAPO, Chattanooga, Tenn.

CASSEL, WALTER
CBS. Keep Working, Keep Singing America.

CHAMBERLAIN, CHARLES
CFCY, Charlottetown, P. E. I.

CHASE, LARRY
Blue. Breakfast Club, Club Matinee.

CLAIRE, MARION
MBS. Chicago Theatre of the Air.

CLARE, TED
Blue. Breakfast Club, Club Matinee, Danny Thomas Show.

COLBERT, REGINA
Blue. Musical Steel-makers.

COLOMARIO, VICKI
WGY, Schenectady, N. Y. Design for Dancing.

CONLEY, EUGENE
MBS. Chicago Theatre of the Air.

CONNER, NADIN E
CBS. The New Old Gold Show.

COOK, ROBIN
KRGV, Weslaco, Texas.

CORWIN, MARY RUTH
WBT, Charlotte, N. C. Avalon Time.

COTE, GERMAINE
CBV, Quebec, Can.

COURTNEY, DIANE
The Three R's WJZ-Blue, Milton Berle-Campbell Program CBS.

COURY, ROSELLE
WCOU, Lewiston, Me. Songs by Roselle Coury.

COWLING, SAM T.
Blue. Breakfast Club, Club Matinee.

CROOKS, RICHARD
NBC. Voice of Firestone.

CROSBY, BILL
WKNY, Kingston, N. Y.

CROSBY, BING
NBC. Kraft Music Hall.

CRUMPLER, DENVER
WBT, Charlotte, N. C. Vick's on the Air. Twilight in Dixie, Sunday Farm Club, CBS Dixie Net Jamboree.

— D —

DALTON, IRENE
KGB, San Diego, Calif.

DALTON, JACK
WBZ-WBZA, Boston & Springfield, Mass.

DAVIS, JANETTE
NBC. Songs My Brother Taught Me, Whatcha Know Joe, Roy Shields & Co. Revue.

DAY, DENNIS
NBC. Grape Nuts Show.

DELLA CHIESA, VIVIAN
American Melody Hour CBS, American Album of Familiar Music NBC, American Opera Festival MBS.

DELLER, JEANNETTE
WIBX, Utica, N. Y. Milady Meanders.

DENNIS, CLARK
Blue. Duffy's.

DICKINSON, JEAN
NBC. American Album of Familiar Music.

DOUGLAS, RUTH
WLAC, Nashville, Tenn.

DOWD, MICHAEL
WKY, Oklahoma City, Okla. Moods in Melody, Ivory and Velvet.

DOWNEY, MORTON
Blue. Songs by Morton Downey.

DRAGONETTE, JESSICA
CBS. Saturday Night Serenade.

DRISCOLL, MARILYN
KTBC, Shreveport, La. Marilyn Driscoll Sings.

DURDEN, JANE
WAIR, Winston-Salem, N. C.

DUTIEL, ULDENE
WPAY, Portsmouth, Ohio.

— E —

EBERLE, RAY
CBS. Glenn Miller and His Orchestra.

EDDY, NELSON
CBS. The New Old Gold Show.

EDMONSON, WILLIAM
Blue. Southernaires.

EDWARDS, JOAN
CBS. Your Hit Parade.

ELLIOTT, BILL
WEEI, Boston, Mass. Song Shop.

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ELLIOTT, LORRAINE
Blue.

ELLIS, "SHORTY"
WBTA, Batavia, N. Y. Sunset Trail.

ERWIN, TRUDY
NBC. Kay Kyser's College of Musical Knowledge.

EVANS, DALE
NBC. Chase & Sanborn Program.

EVANS, SARA
WDBJ, Roanoke, Va.

EVANS, WILBUR
Blue. Stars from the Blue.

— F —

FAGAN, JEAN
WSPD, Toledo, Ohio. Yours.

FANNING, EDGAR
CFOS, Owen Sound, Ont.

FARRELL, EILEEN
CBS. Columbia Concert Orchestra.

FARRELL, WILLIAM
WGY, Schenectady, N. Y. Yankee Doodlers.

FERN, JAMES
WDAF, Kansas City, Mo.

FIELDS, GRACIE
Blue. Gracie Fields Program.

FIFE, BEVERLY
CJOR, Vancouver, B. C.

FOGARTY, CHARLES
WJWC, Hammond, Ind.

FORREST, FRANK
MBS. Double or Nothing.

FORREST, AVIS LaVERNE
WMAN, Mansfield, Ohio. Little Miss Silvercrest.

FRANK, OSCAR
KHUB, Watsonville, Calif. Frank and Cullen.

FROHMAN, JANE
CBS. Texaco Star Theatre Summer Show.

— G —

GANTTER, RAY
WFBL, Syracuse, N. Y. Syracuse Voices.

GAUTHEIR, CHARLOTTE
CHLT, Sherbrooke, Que. The Dream Girl.

GAYLE, AL
KFI-KECA, Los Angeles, Calif.

GAYLEN, GUY
KOMA, Oklahoma City, Okla.

GAYLORD, CHET
WBZ-WBZA, Boston & Springfield, Mass.

GENTRY, FRED
WFBC, Greenville, S. C. Gospel Hymns.

GIBBS, GEORGIA
CBS. Comedy Caravan.

GILBERT, DICK
WHN, New York, N. Y. Dick Gilbert Presents.

GILBERT, ETHEL
Blue. Those Good Old Days.

GILBERT, MRS. EUGENE
KFPW, Fort Smith, Ark.

GRAHAM, HERBERT
WCBI, Columbus, Miss. Sweethearts of the Air.

GRAHAM, LOUISE
WAIM, Anderson, S. C.

GRAHAM, ROSS
NBC. Cities Service Concert.

GRAHAM, WILLADEEN
WCBI, Columbus, Miss. Sweethearts of the Air.

GRANT, ROY "WHITEY"
WBT, Charlotte, N. C. The Briarhoppers, Dixie CBS Net Jamboree.

GRANT, ROY
Blue. Club Matinee.

GRASHEL, BILL
WPAY, Portsmouth, Ohio.

GRAY, MAXINE
MBS. California Melodies.

GRAY, TED
CJOR, Vancouver, B. C.

GREEN, DORIS
KTHS, Hot Springs, Ark.

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NEW YORK HOLLYWOOD

GREENE, MARIE

NBC. Your All-Time Hit Parade, Everything Goes.

— H —

HAEFNER, "ANGIE"
KYSM, Mankato, Minn. Mid-Day-Merry-Go-Round.

HAINES, CONNIE
Abbott and Costello NBC, Kid with a Stick, Blue, Your Blind Date Blue, Willson-Nesbitt Summer Program NBC.

HALEY, BILL
WIBC, Indianapolis, Ind. Sunshine Special, WIBC Jamboree.

HALEY, PAT
KDKA, Pittsburgh, Pa. Tech Triplets.

HAND, VIRGINIA
WHEC, Rochester, N. Y.

HARTMAN, BETTY
WGY, Schenectady, N. Y. Electric City Almanac.

HAYES, CLANCY
KGO, San Francisco, Calif. Clancy Calling, Sonia's Party.

HAYMES, DICK
NBC. Tommy Dorsey Show.

HIGUERA, FRANK
WOLS, Florence, S. C. Wings Over Carolina.

HILL, FRED
CJOR, Vancouver, B. C.

HILLIARD, HARRIET
NBC. Red Skelton & Company.

HODGES, JANE
WMAN, Mansfield, Ohio. In the Modern Manner by Jane.

HOLM, FLOYD
Blue. Breakfast Club, Club Matinee, Danny Thomas Show.

HON, DARREL
KFPW, Port Smith, Ark.

HOOKEY, BOBBY
NBC. Olivio Santoro.

HOUSTON, JOSEPHINE

Blue. Stars From the Blue.

HOWARD, JIM
WHLN, Harlen, Ky. Blind Jim's Gospel Songs.

HOWARD, SHIRLEY
WCBI, Columbus, Miss. Shirley Howard Presents.

HUNTER, JACK
WIP, Philadelphia, Pa. Melody Matinee.

HUNTER, PETE
KHMO, Hannibal Mo. Pete Hunter and His Guitar.

HUNTLEY, BETTY
WGY, Schenectady, N. Y.

HURLBERT, GLEN
KGO, San Francisco, Calif. It's Glen Again, KGO Calling, Search for a Genius.

HUTTON, MARION
CBS. Glenn Miller and His Orchestra.

HYLES, ARNOLD
WBT, Charlotte, N. C. Vick's on the Air. Twilight in Dixie, Sunday Farm Club, CBS Dixie Net Jamboree.

HYLES, VERNON
WBT, Charlotte, N. C. Vick's on the Air. Twilight in Dixie, Sunday Farm Club, CBS Dixie Net Jamboree.

HYLON, BILLY
WMAN, Mansfield, Ohio. Songs by Billy Hylon.

— I —

IVERS, KAY
WBZ-WBZA, Boston & Springfield, Mass.

IVES, BURL
CBS. God's Country.

— J —

JACKSON, MYRTLE
WIND, Gary, Ind.

Mr. Jimmy Dorsey
Hotel Pennsylvania
New York, N. Y.

Dear Jimmy,

Please accept my sincere thanks for your excellent schooling, assistance and promotion during the four years I was with your organization.

My very best always,

Gratefully,

Helen O'Connell

Personal Mgt.
Bill Burton
c/o General Amusement Corp.

JAMES, JOSEPH
KGO, San Francisco, Calif.

JENSEN, ELIZABETH
WAIR, Winston-Salem, N. C. Out of the Dusk.

JESKE, FRED L.
WSYR, Syracuse, N. Y. Timekeeper, Dinner Bell Program.

JOHNSON, CURTIS
KYSM, Mankato, Minn.

JOHNSTON, JOHNNIE
Blue.

JORDAN, JOHN
Blue. Club Matinee.

JUDGE, RALPH
CHAB, Moose Jaw, Sask. On Wings of Song.

— K —

KAY, BEATRICE
CBS. Gay Nineties Revue.

KAY, RAMONA
KMO, Tacoma, Wash. Melody the Kay Way.

KENNEDY, SHIRLEY JEAN
WHBF, Rock Island, Ill. Starlet Theatre.

KIRKHAM, JOE
KOYL, Salt Lake City, Utah. Music by Ray Mace.

KLINE, HAROLD
WJAG, Norfolk, Nebr.

KNIGHT, EVELYN
WRC, Washington, D. C. Springtime.

KREIE, MARY
WSOY, Decatur, Ill. There's Always Time for Music.

— L —

LABBE, GILBERTE
CHLT, Sherbrooke, Que. Songs by Gilberte.

LANE, DAVE.
CBS.

LANGFORD, FRANCES
NBC. Bob Hope Show.

LA RAE, VIRGINIA
WOAI, San Antonio, Texas.

LARSEN, MURIEL
WRJN, Racine, Wisc.

LAWSON, KATHRYN
WAIM, Anderson, S. C.

LAYNE, ZELLA
KGO, San Francisco, Calif. Santa Claus Time, Meyenberg Milk Program.

LEE, TEX
KFJZ, Fort Worth, Texas.

LEGATE, RUPERT
CFOS, Owen Sound, Ont.

LeTOURNEAU, PAUL
CBV, Quebec, Can.

LEVERETTE, WALTER
WBT, Charlotte, N. C. Vick's on the Air, Twilight in Dixie, Sunday Farm Club, CBS Dixie Net Jamboree.

LEWS, HERB
WBZ-WBZA, Boston & Springfield, Mass.

LEWIS, WALTER
WTNJ, Trenton, N. J. Concert Echoes.

LINDSTROM, ED
Blue. African Trek.

LORRAINE, KAY
NBC-Blue.

LOVERIDGE, MARIAN
NBC. Olivio Santoro.

LUNCH, JUANITA
WAPO, Chattanooga, Tenn. Kentucky Sweethearts.

LYNN, EVELYN
KVOO, Tulsa, Okla.

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CLARK DENNIS

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"DUFFY'S"

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WJZ-Blue Network

Tuesday, 8:30 p.m., E.W.T.

•

— M —

MacGREGOR, EVELYN
NBC. Waltz Time.

MacMANUS, MARION
NBC. Manhattan Merry - Go-Round.

MAHR, BEVERLY
NBC. Paul Laval Presents.

MANN, MARION
Blue. Breakfast Club, Club Matinee.

MANNERS, LUCILLE
NBC. Cities Service Concert.

MANNING, ROBERT
KERN, Bakersfield, Calif. Nevada Slim.

MANSFIELD, ANDY
Blue. Andy and Virginia.

MANSFIELD, VIRGINIA
Blue. Andy and Virginia.

MARGOLAIN, SHIRLEY
CJLS, Yarmouth, Can. Song Recital.

MARTIN, NANCY
Blue. Club Matinee, Breakfast Club.

MASON, SULLY
NBC. Kay Kyser's College of Musical Knowledge.

MATTHEWS, LOUISE
KOMA, Oklahoma City, Okla.

McBETH, BERNICE
CJCA, Edmonton, Alberta. Bernice McBeth Sings.

McCULLOUGH, ANNETTE
WGY, Schenectady, N. Y. Your Neighbor.

MERCER, MARY ANN
NBC. Uncle Walt's Doghouse.

MEREDITH, LYNN
WFBL, Syracuse, N. Y. Musical Clock.

MERRY MACS
Network Guest Spots.

MILLER, FREDDIE
WTRY, Troy, N. Y. Timekeeper.

MILLER, WILLIAM
NBC. Contented Hour.

MONROE, LUCY
NBC.

MORRIS, IRENE
WPAY, Portsmouth, Ohio.

MORRISON, JEAN
KEX-KGW, Portland, Ore. Personality Hour.

MOYLAN SISTERS
Blue.

MUNN, FRANK
NBC. Album of Familiar Music, Waltz Time.

— N —

NASH, BETTY
Blue. Breakfast Club, Club Matinee, Danny Thomas Show.

NEHER, JOHN
NBC. Hymns of All Churches, National Barn Dance.

NEWCOMER, EILEEN
WWVA, Wheeling W. Va. Harmony Singer, Newcomer Twins.

NEWCOMER, MAXINE
WWVA, Wheeling W. Va. Harmony Singer, Newcomer Twins.

NEWMAN, BILLIE ANNE
WBT, Charlotte, N. C. Sunday Farm Club, CBS Dixie Net Jamboree.

NOLAN, JIM
KEX-KGW, Portland, Ore. Personality Hour, America Sings.

NORMAN, NANCY
Sammy Waye's Sunday Serenade NBC, Old Gold Show CBS.

NUGENT, HELEN
WKRC, Cincinnati, Ohio. Just for You.

NYLAND, RALPH
Blue. Breakfast Club, Club Matinee.

JERRY WAYNE

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for
Lucky Strike
Cigarettes
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over NBC coast-to-coast

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RCA-VICTOR

WALTER CASSEL

Baritone

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6:30-6:45 P.M. (EWT) CBS

Management:
Music Corp. of America

— O —

O'BRENOVICH, HELEN
WWVA, Wheeling, W. Va. Harmony Singers, Smile Sisters.

O'BRENOVICH, ROSE
WWVA, Wheeling, W. Va. Harmony Singers, Smile Sisters.

O'CONNELL, ALICE
KTUL, Tulsa, Okla. Alice O'Connell Sings.

O'CONNELL, HELEN
Blue. Basin Street Chamber Music Society.

O'DELL, DOYLE
WTIC, Hartford, Conn.

ODOM, SPENCER
Blue. Southernaires.

O'HEREN, DICK
WHK-WCLE, Cleveland, Ohio.

O'NEAL, ROBERT
Blue. Club Matinee.

OWEN, BURNELLE
KTHS, Hot Springs, Ark.

OWENS, JACK
Blue. Song Shop Romance.

OWENS, TEX
WDAF, Kansas City, Mo.

— P —

PALOS, FLORENTINA
WHBF, Rock Island, Ill. Reflections.

PARKER, FRANK
CBS.

PEERCE, JAN
CBS. Great Moments in Music.

PENNINGTON, PONZI
WBT, Charlotte, N. C. Vocals with Pennington.

PERRY, BILL
CBS. Saturday night Serenade.

PETERSON, CLIFF
Blue. Breakfast Club. Club Matinee, Danny Thomas Show.

PETERS, LOWELL
Blue. Southernaires.

PICKENS, LILY
WQAM, Miami, Fla. Echoes from the Hills.

PLAYFORD, BERNARDINE
KEVE, Everett, Wash.

POLITI, MARY
CKOC, Hamilton, Ont. Songs in the Night.

POWELL, DICK
NBC. Campagna Serenade.

PRINCE, KATHRYN
WRR, Dallas, Texas. Highroad to Melody.

PRITCHARD, DAVE
WRJN, Racine, Wis.

— R —

RADOKOVITCH, GEO.
KHUB, Watsonville, Cal. Geo. Radokovitch in Song.

RAMER, PERCY
CFOS, Owen Sound, Ont.

RANN, BETTY
Blue. Chamber Music Society of Lower Basin Street.

RAY, MARGY
KOYL, Salt Lake City, Utah. Music by Ray Mace.

REED, PEGGY
WHKC, Columbus, Ohio. Songs Old and New.

REEGAN, ALICE
WIP, Philadelphia, Pa. Luncheon Serenade.

REESE, BOB
KOYL, Salt Lake City, Utah. Music by Mace.

REYNOLDS, BRAD
Everything Goes NBC, Cresta Blanca Carnival MBS.

B. K.

Dear Friends:—

So long for a short while. Must report to the coast for my first picture.

Hope to be back East and on the radio soon.

*Air*ffectionately

Beatrice Kay

B. K.-M. Vallon, Radio City

DIANE COURTNEY

Management:
PAUL KAPP

LANNY ROSS

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for

Camel Cigarettes

CBS

BILL PERRY

Tenor

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Tuesday—7:05-7:30 P.M. (EWT)

WJZ

RHODES, BETTY
MBS. This Is the Hour.

RHODES, SYLVIA
WCKY, Cincinnati, Ohio. Dinner Celebrities, Sylvia.

ROBERTSON, "TEXAS JIM"
Blue-WJZ, New York, N. Y. Texas Jim Robertson Sings.

ROESE, RAY
WBNS, Columbus, Ohio. Hired Hands.

ROGERS, GINNY
WJWC, Hammond, Ind.

ROMA, JOE
WIP, Philadelphia, Pa. Luncheon Serenade.

ROPA, HOWARD
WOWO-WGL, Fort Wayne, Ind.

ROSS, LANNY
CBS. Campbell Program, Camel Caravan.

RUSSELL, ELIZABETH
KGO, San Francisco, Calif. Meyenberg Milk Program.

RUSSELL, HELEN
WFBL, Syracuse, N. Y. Favorite Harmonies.

RYAN, TOMMY
Sammy Kaye's Sunday Serenade NBC, Old Gold Show CBS.

RYDELL, RUTH
WIP, Philadelphia, Pa. Weekend Revue.

— S —

ST. GEORGE, ALINE
WEBC, Duluth, Minn. Treat the Crowd.

SANTORO, OLIVIO
NBC. Olivio Santoro.

SAXON, DON
WHN, New York, N. Y. Kitchen Kapers, Gloom Dodgers

SCHEIBE, CAL
Blue. Breakfast Club, Club Matinee.

SCHMIDT, REINHOLD
NBC. Contented Hour.

SHAW, SONIA
KGO, San Francisco, Calif. Melodies for Milady, Clancy Calling, Sonia's Party.

SHEETS, ELOISE
KWFC, Hot Springs, Ark. Rainbow Refrains.

SHERMAN, LILLIAN
MBS-WHK-WCLE, Cleveland, Ohio. Mutual Goes Calling.

SHERWIN, MARGUERITE
KFPY, Spokane, Wash.

SHERWOOD, BOB
WFBM, Indianapolis, Ind. Songs for You.

SHORE, DINAH
Time to Smile NBC. Songs by Dinah Shore Blue.

SIMMS, GINNY
CBS. Ginny Simms Program.

SIMPSON, JIMMY
WAIM, Anderson, S. C.

SINATRA, FRANK
Your All-Time Hit Parade NBC, Only Yesterday CBS.

SINGING MILLMEN
Blue. Musical Steelmakers.

SLICER, HERNDON
WDBJ, Roanoke, Va.

SMALL, MARY
CBS. Mary Small Show, Only Yesterday.

Kay Lorraine

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Personal Management
HARRY NORWOOD
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SMILEY, BETTE
WCAE, Pittsburgh, Pa. Melodies.

SMITH, BOYCE
Blue. Breakfast Club. Club Matinee.

SMITH, HOMER
Blue. Southernaires.

SMITH, FERN
KFPW, Fort Smith, Ark.

SMITH, KATE
CBS. Kate Smith Hour.

SNODGRASS, HOMER
Blue. Breakfast Club, Club Matinee.

SNYDER, ANNA MARIE
WKBH, La Crosse, Wisc.

SPEAKS, MARGARET
NBC. Voice of Firestone.

STAFFORD, JO
NBC. Tommy Dorsey Show.

STALLINGS, ELIZABETH
WGTM, Wilson, N. C. The Stallings Family.

STALLINGS, LAURELL
WGTM, Wilson, N. C. The Stallings Family.

STARRETT, LUCILLE
WHKC, Columbus, Ohio. Rythemetts.

STEELE SISTERS
Blue. Musical Steelmakers.

STEPHENS, HAROLD
WLPM, Suffolk, Va. Melody Tenor.

STERCHEN, BETTY
WCSC, Charleston, S. C. Vick's Varieties.

STEVENSON, DOYLE
KGCX, Wolf Point, Mont.

STEWART, FRANKLYN
WCKY, Cincinnati, O. Franklyn Stewart Entertains.

STRACKE, AL
Blue. Breakfast Club, Club Matinee.

SUTTER, SMILEY
WWVA, Wheeling, W. Va.

SWAN, HOWARD
KPPC, Pasadena, Calif.

SWARTHOUT, GLADYS
CBS. Prudential Family Hour.

SWEET, ROGER
WLIB, Brooklyn, N. Y. On Wings of Song.

— T —

TABORN, NORVAL
Blue. Club Matinee.

TANNER, EARLE
Blue. Club Matinee.

TARPY, HOWARD
Blue. African Trek.

TENNYSON, JEAN
CBS. Great Moments in Music.

THIBAULT, CONRAD
Manhattan Merry - Go - Round NBC, American Melody Hour CBS.

THOMAS, CHARLES
WSYR, Syracuse, N. Y. Red Thomas Time, Funny Money Man.

THOMAS, JOHN CHARLES
NBC. Westinghouse Program.

THOMPSON, JANE
WEEI, Boston, Mass. Youth on Parade.

THORU, ROGER
CBV, Quebec, Can.

TILTON, MARTHA
Signal Carnival NBC-PC, Hap Hazard Program CBS.

TIMM, ALLEN
WEMP, Milwaukee, Wisc.

TONEY, JAY
Blue. Southernaires.

TRACY, ARTHUR
Blue. The Street Singer.

TUMINIA, JOSEPHINE
MBS. Treasure Hour of Song.

TURLEY, AGATHA
KGO, San Francisco, Calif. The Great Melody

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Marie Greene

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(Carnegie Hall)
and
"EVERYTHING GOES"
NBC

Mgt. General Amusement Corp.

TURNER, ZEB
WAIM, Anderson, S. C.

TURNLEY, PEGGY
Blue.

— U —

UANDETWEKEN, JAMES
KEVE, Everett, Wash. Music in Song.

— V —

VALLEE, RUDY
NBC. Sealtest - Rudy Vallee Program.

VAN HOY, VIRGINIA
KUJ, Walla Walla, Wash. Braden Bell Serenaders.

VAUTRIN, MARGARET
WWNY, Watertown, N. Y. Sundown Silhouettes.

— W —

WALTI, PAUL
KGO, San Francisco, Calif. The Great Melody.

WATT, ANN
CJOR, Vancouver, B. C.

WAYNE, JERRY
Regent Time MBS, Are You a Genius CBS, All-Time Hit Parade NBC.

WAYNE, MILLIE
WWVA, Wheeling, W. Va. Radio Rogues.

WEBB, BETTY
WHBF, Rock Island, Ill. Organ Patter.

WEEDE, ROBERT
CBS. Great Moments in Music.

WELLINGTON, RUSTY
WKNE, Keene, N. H.

WELLS, CHARLES
WRRF, Washington, N. C. The Singing Cavalier.

WHITE, DON
WBT, Charlotte, N. C. The Briarhoppers, Avalon Time, Dixie Farm Club, Dixie CBS Net Jamboree.

WILKS, BIRDIE
KWFC, Hot Springs, Ark. Voice on the Air.

WILLARD, HAL
Blue. Those Good Old Days.

WILLIAMS, BILLY
Sammy Kaye's Sunday Serenade NBC, Old Gold Show CBS.

WILLIAMS, IRA
WHCY, Ithaca, N. Y. Musical Reveille.

WILLIAMS, ROY
WFMJ, Youngstown, Ohio. Songs by Roy Williams.

WILLINGHAM, LOPEZ
WKY, Oklahoma City, Okla. Nutrena Time. Vick's Ramblers.

WILLSON, JIMMIE
WWDC, Washington, D. C. Jimmie Willson Sings.

WILSON, EILEEN
Blue.

WINSTEAD, OLLIN
WGTM, Wilson, N. C.

WOLF, ROSEMARY
WWNY, Watertown, N. Y. Music Album.

WOOD, BARRY
CBS. Your Hit Parade.

WOODS, JACKIE
WHEB, Portsmouth, N. H. Pretty Girl Who Has a Melody.

WRIGHT, PAUL
WCOU, Lewiston, Me. Memory Lane.

WRIGHT, ARTHUR
Sammy Kaye's Sunday Serenade NBC, Old Gold Show CBS

"Smiling"
JERRY BAKER
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GENERAL AMUSEMENT CORP.

ORCHESTRA LEADERS AND MUSICAL CONDUCTORS

AND THEIR WORK DURING 1942

— A —

ALEXANDER, JEFF
CBS. Time Out for Laughs with Lou Holtz, The Jim Backus Show.

ANTONINI, ALFREDO
Treasure Hour of Song MBS, The Romance of Latin America CBS.

ARDEN, VICTOR
NBC. Manhattan Merry-Go-Round.

ARMBRUSTER, ROBERT
CBS. The New Old Gold Show.

AUSTIN, GAR
WRR, Dallas, Texas.

— B —

BABLER, PEP
WOSA, Oshkosh, Wisc.

BARBAROLLI, JOHN
CBS. New York Philharmonic Symphony Orchestra.

BARLOW, HOWARD
CBS. Columbia Broadcasting Company.

BARRON, BLUE
Blue. Show of Yesterday and Today.

BENNETT, RUSSELL
MBS. This Is Our Enemy.

BERNIE, BEN
CBS. Ben Bernie with All the Lads.

BESTOR, DON
WHN, New York, N. Y. Kitchen Kapers, Gloom Dodgers.

BLACK, FRANK
NBC. Cities Service Concert.

BLOCH, RAY
CBS. The Philip Morris Playhouse.

BRADLEY, OSCAR
CBS. Gulf Screen Guild Theatre, We the People.

BRING, LOU
Sergeant Gene Autry CBS, Remotes and Studio Broadcasts. Blue.

Radio

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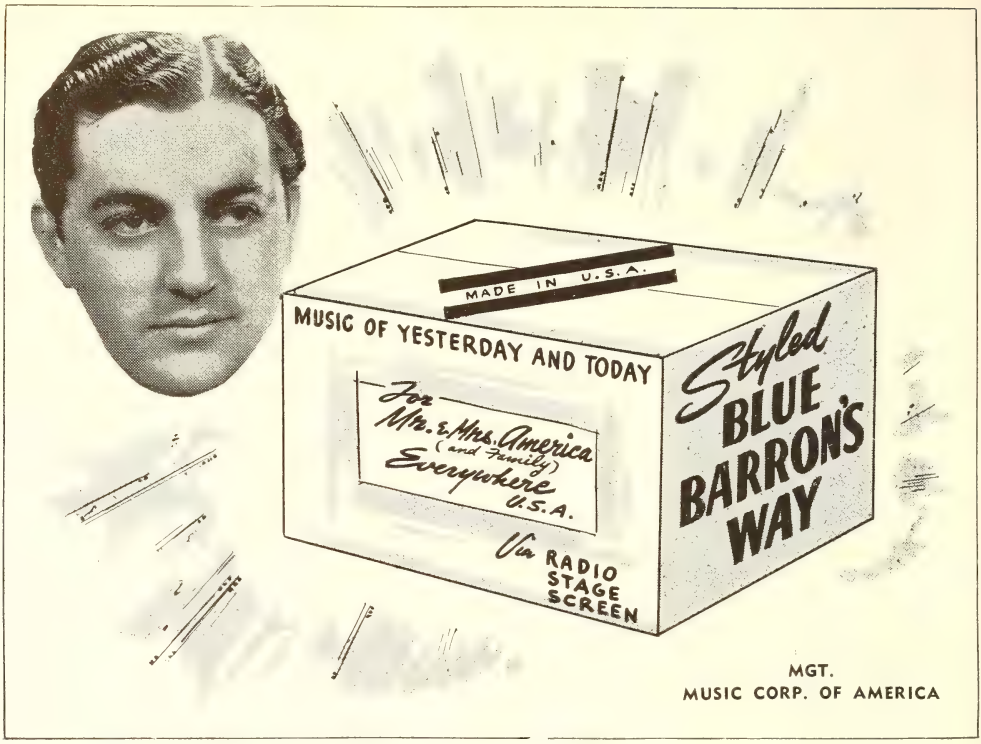

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"A Modern Musical Institution"

CHARLIE SPIVAK

and his Orchestra

Featuring:

The Stardusters

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General Amusement Corp.

Personal Management:
Don W. Haynes

BRUSILOFF, NAT
MBS. Double or Nothing.
BUDD, WALTER
CJRM, Regina, Sask.
BURGIN, RICHARD
Blue. Boston Symphony Orchestra.
BYRNE, BOBBY
CBS.

— C —

CASTILLO, DEL
CBS. Youth on Parade.

CHERNIAVSKY JOSEF
WLW, Cincinnati, Ohio.

CUGAT, XAVIER
CBS. Camel Caravan.

— D —

DAY, SONNY
WISR, Butler, Pa. Happy Ramblers.
DORSEY, JIMMY
MBS. Navy Bulletin Board.
DORSEY, TOMMY
NBC. Tommy Dorsey Show.

— E —

ELLIOTT, BARRON
WCAE, Pittsburgh, Pa. Stardust Melodies.
ENNIS, SKINNAY
NBC. Bob Hope Show.

— F —

FAIRCHILD, EDGAR
NBC. Johnny Presents, Time to Smile.
FAIRFIELD, GEORGE
CKCK, Regina, Sask.
FAITH, PERCY
NBC. Contented Hour.

— G —

GALLICCHIO, JOSEPH
Blue. Breakfast Club, National Farm and Home Hour.
GANZ, RUDOLPH
CBS. Philharmonic Young People's Concert.
GOODMAN, AL
CBS. Prudential Family Hour, Fred Allen.

GOODMAN, BENNY
NBC-CBS. Remote and Studio Broadcasts.

GOULD, MORTON
MBS. Cresta Blanca Carnival.

GRANT, LEE
WBYN, Brooklyn, N. Y.

GRASSO, FRANK
WFLA, Tampa, Fla.
GRAY, GLENN
CBS. Matinee at Meadowbrook.
GROFE, FERDE
MBS.

GROSS, WALTER
CBS. Mary Small Program, Are You a Genius.

— H —

HAENSCHEN, GUSTAVE
CBS. Saturday Night Serenade.
HANSON, HJALMAR
Blue. Meet Your Navy (Choir).
HARRIS, JOHNNY
WGBG, Greensboro, N. C. Johnny Harris & Ramblers.
HEIDT, HORACE
NBC. Treasure Chest.
HENDERSON, SKITCH
Blue.

HERMAN, WOODY
Blue. What's Your War Job.

HERR, CHIC
WADC, Akron, Ohio. Chic Herr Orchestra.
HERRMAN, BERNARD
CBS.

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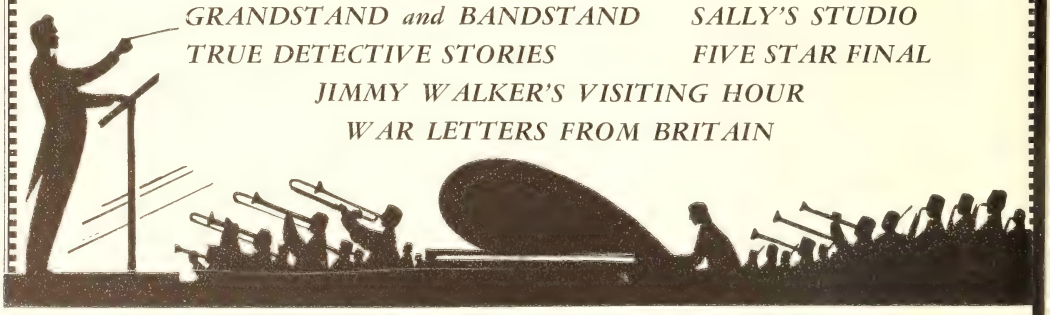

— J —

JAMES, HARRY
CBS. Harry James and His Music Makers.

JENKINS, GORDON
Ransom Sherman Program CBS, Remote and Studio Broadcasts Blue.

JONES, SPIKE
NBC. The Arkansas Traveller.

JURGENS, DICK
CBS.

— K —

KAYE, SAMMY
Sunday Serenade NBC, Old Gold Show CBS.

KELLY, WILLIS
Blue. Chamber Music Society of Lower Basin Street.

KENTON, STAN
CBS. Matinee at Meadowbrook

KNICK, WALTER
WBNS, Columbus, Ohio.

KNIGHT, NELSON
KVOL, Lafayette, La. Kight's Farm Boys.

KOGAN, HARRY
Blue. Breakfast Club, National Farm and Home Hour.

KOSTELANETZ, ANDRE
CBS. Pause that Refreshes on the Air.

KOUSSEVITZKY, DR. SERGE
Blue. Boston Symphony Orchestra.

KYSER, KAY
NBC. Kay Kyser's College of Musical Knowledge.

— L —

LANDRY, BILL
KVOL, Lafayette, Ind.

LAVALLE, PAUL
Blue. Chamber Music Society of Lower Basin Street.

LIGHT, ENOCH
MBS-WOR, New York, N. Y. ETs.

LOMBARDO, GUY
CBS. Guy Lombardo and His Orchestra.

LONG, JOHNNY
CBS.

LYMAN, ABE
Waltz Time CBS, Remote and Studio Broadcasts NBC.

— M —

MALNECK, MATTY
NBC. Campagna Serenade.

MARTIN, FREDDY
CBS. Freddy Martin and His Orchestra.

MAUPIN, REX
Blue. Club Matinee, Danny Thomas Show.

McHENNRY, CRAIG
WHCY, Ithaca, N. Y. Musical Reveille.

MESSER, DON
CFCY, Charlottetown, P. E. I.

MIGNONE, FRANCISCO
CBS. Columbia Concert Orchestra.

MILLER, CALVIN
WISR, Butler, Pa. WISR Jamboree.

MILLER, IRVING
NBC. Everything Goes.

MILLER, JACK
CBS. Kate Smith Hour.

MILLS, BILLY
NBC. The Great Gildersleeve, Fibber McGee and Molly.

MILLS, FELIX
NBC. Tommy Riggs & Betty Lou.

MONROE, VAUGHN
CBS. The Bob Hawk Quiz.

MORRIS, LEONARD
KLCN, Blytheville, Ark. Leonard Morris and His Buckaroos.

WALTER GROSS

Conductor
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Bluebird Records

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and His CITY SLICKERS

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TED STRAETER

Vocal Director

Kate Smith Program, CBS

Ted Straeter and Orchestra at
Copacabana, New York
Decca Recording Artist

Mgt. Music Corp. of America

MURRAY, LYN
CBS. Radio Reader's Digest.

— N —

NELSON, OZZIE
NBC. Red Skelton & Company.

NOBLE, RAY
NBC. Chase and Sanborn Program.

— O —

ORMANDY, EUGENE
MBS. Philadelphia Orchestra Concerts.

— P —

PAIGE, RAYMOND
NBC. Westinghouse Program.

PAQUETTE, ARTHUR
WFCI, Pawtucket, R. I. Melodic Design.

PARRINO, TED
WRR, Dallas, Texas.

PASTOR, TONY
Blue. Soldiers of Production.

PATTERSON, ANDY
KMJ, Fresno, Calif. Right Time for Listening.

PELLETIER, WILFRED
Blue. Metropolitan Opera Auditions.

PENSON, CORP. JACK
CFGP, Grande Prairie, Alberta.

PITT, MERLE
WNEW, New York, N. Y.

POTT, WILLARD
WHK-WCLE, Cleveland, Ohio.

PRATZ, ALBERT
CBK, Watrous, Sask.

— R —

RANCH, ALBERTA BOYS
CJOC, Lethbridge, Alberta.

RANDALL, GORDIE
WGY, Schenectady, N. Y. Club Conga, In Back of the Front, Yankee Doodlers, Curtain Call, Design for Dancing, Your Neighbor.

REED, ERMA MAE
WCED, Du Bois, Pa. Western Melodiers.

REY, ALVINO
MBS. Salute to the States.

RHODES, SLIM
KLCN, Blytheville, Ark. Mother's Best Mountaineers.

RICE, EDWARD
WGY, Schenectady, N. Y. Silver Strings, Memory Lane.

RICH, FREDDIE
NBC. Abbott & Costello.

RINES, JOE
Blue. The Three R's.

RODACKER, MEL
CFGP, Grande Prairie, Alberta.

ROSE, DAVE
MBS.

RODZINSKI, ARTHUR
CBS. Cleveland Orchestra.

— S —

SALTER, HARRY
CBS. Hobby Lobby, U. S. Army Reserve.

SANER, BETTY JO
WLDS, Jacksonville, Ill. MacMurray Trio.

SEARS, JERRY
WMCA, New York, N. Y. 3 Little Sachs, 63 Club, Five Star Final, Eyes & Ears of the Air Force.

SMITH, ROY
WSPD, Toledo, Ohio. Roy Smith & His Happy Valley Gang.

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WCAT, Rapid City, S. D.

SPITALNY, PHIL
NBC. Hour of Charm.

SPIVAK, CHARLIE
Network Remote and Studio Broadcasts.

STANLEY, BOB
MBS. Music Without Words, Saturday Night Bandwagon.

STERLING, RED
WCED, Du Bois, Pa. Variety Four.

STEVENS, LEITH
CBS. Big Town.

STOCKER, TED
WLDS, Jacksonville, Ill. Ted Stocker Time.

STOPAK, JOSEPH
All Out for Victory NBC, Stars From the Blue Blue.

STRAETER, TED
CBS-MBS Kate Smith Hour.

STRICKLAND, "SHORTY"
WSAV, Savannah, Ga.

STRIPLING, GENE
WMAZ, Macon, Ga. Uncle Ned and His Texas Wranglers.

SYLVERN, HENRY "HANK"
R & H Beer Blue, Commandos CBS, Columbia Workshop CBS, This Is Our Cause WINS, Happy Meeting Time WINS.

— T —

THORNHILL, CLAUDE
CBS.

TOURS, FRANK
NBC. Maxwell House Coffee Time.

TROTTER, JOHN SCOTT
NBC. Kraft Music Hall.

— V —

VAN STEEDEN, PETER
Duffy's Tavern Blue, Mr. District Attorney NBC.

VOORHEES, DON
NBC. Telephone Hour.

— W —

WALD, JERRY
CBS.

WALKER, DON
CBS. Only Yesterday.

WALLENSTEIN, ALFRED
NBC. Voice of Firestone.

WALTER, BRUNO
CBS. New York Philharmonic Symphony Orchestra.

WARING, FRED
NBC. Chesterfield Presents Fred Waring In Pleasure Time.

WEBER, HENRY
MBS. Chicago Theatre of the Air.

WHEELER, RUFUS
WGY, Schenectady, N. Y. Mohawk Valley Singers.

WHITEMAN, BILLY
WBRW, Welch, W. Va.

WHITEMAN, PAUL
CBS Burns and Allen Show.

WHITLEY, TOMMY
Blue. Musical Steelmakers.

WILLIAMS, ZEKE
KFBI, Wichita, Kans. Rambling Cowboys.

WILLSON, MEREDITH
NBC. Maxwell House Coffee Time, Maxwell House Summer Show.

WILSON, TEDDY
CBS. Duffy's Tavern.

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Musical Director

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AND THEIR WORK DURING 1942

— A —

ABEE, JAMES
KGW-KEX, Portland, Ore.
ABBOTT, GREGORY
WINS, New York, N. Y.
ACEVEDO, FRANCISCO
WKAQ, San Juan, P. R.
ADAMS, CEDRIC
WCCO, Minneapolis-St. Paul, Minn.
ADAMS, CHARLES F.
WMVA, Martinsville, Va.
ALBAYALDE, ABRAHAM A.
KTOH, Lihue, Hawaii.
ALCOTT, CARROLL D.
WLW, Cincinnati, Ohio.
ALDERMAN, JIM
WRR, Dallas, Texas.
ALEY, JACK
WGTC, Greenville, N. C.
ALLAN, ED
WFPG, Atlantic City, N. J.
ALLARD, JIM
CJCA, Edmonton, Alberta.
ALLEN, CLIFF
WWVA, Wheeling, W. Va.
ALLEN, PHIL
KIDO, Boise, Idaho.
ALLEN, ROGER
WLAV, Grand Rapids, Mich.
ALEXANDER, JACK
WINN, Louisville, Ky.
ALEXANDER, JOHN
WLAV, Grand Rapids, Mich.
ALEXANDER, JOHN
WFPG, Atlantic City, N. J.
AMES, ADRIENNE
WHN, New York, N. Y. Kitchen Kapers.
ANDERSON, RUTH
KFRC, San Francisco, Calif. Last Minute News with Connie Moffitt.
ANDERSON, BOB
KNX, Los Angeles, Calif.
ANDERSON, DAVID
NBC.
ANDREWS, BOB
KWKH, Shreveport, La. KWKH Farm Reporter.
ANTHONY, CHUCK
WKAR, East Lansing, Mich.
ARCHINARD, PAUL H.
NBC.
ARTHUR, JON
WIBC, Indianapolis, Ind.
ASCARELLI, G.
WHOM, Jersey City, N. J.
ATWATER, GILBERT
WLIB, Brooklyn, N. Y.
AURANDT, PAUL H.
WKZO, Kalamazoo-Grand Rapids, Mich.
AUSTIN, DON
KJR, Seattle, Wash.

— B —

BABCOCK, FRANKLIN
KTRH, Houston, Texas.
BABCOCK, WILLIAM
WMMN, Fairmont, W. Va.
BABINGTON, STAN
WGRC, New Albany, Ind.
BADILLO, SAMUEL
WIAC, San Juan, P. R.
BAIN, LESLIE
WIOD, Miami, Fla.
BAKER, C. W.
KLPM, Minot, N. D.
BAKER, RAY
WITH, Baltimore, Md.

BALDI, DIANA
WOV, New York, N. Y. In a Woman's World, Unusual and Odd News About Women.

BARBER, GEORGE
WDEF, Chattanooga, Tenn.
BARCLAY, GEORGE
KWKW, Pasadena, Calif.
BARCROFT, WENDELL
KGGM, Albuquerque, N. M.
BARRY, NORMAN
WMAQ, Chicago, Ill.
BASS, SI
KTOH, Lihue, Hawaii.
BATES, KARL
WKBN, Youngstown, Ohio.
BAUKHAGE, H. R.
Blue-WMAL, Washington, D. C.
BAUMANN, EVERETT
NBC.
BAXTER, CHARLES
WTOL, Toledo, Ohio.
BAXTER, LIONEL
WAPI, Birmingham, Ala.
BEACHBOARD, KENNETH
WISE, Asheville, N. C.
BEALE, GEORGE
WOI, Ames, Iowa.
BEARD, SAM H.
WPTF, Raleigh, N. C.
BEATTY, BILL
CKNX, Wingham, Ont.
BEATTY, MORGAN
NBC-WRC, Washington, D. C.
BEAUDETTE, CARTON
WLW, Cincinnati, Ohio.
BEAUDOIN, LOUIS
CKAC, Montreal, Que.
BEMIS, ELIZABETH
KNX, Los Angeles, Calif.
BENNITT, RUSSELL
KXOX, Sweetwater, Texas.
BENSON, BOB
WHN, New York, N. Y. News Reel Theatre.
BENTLEY, JULIAN
WLS, Chicago, Ill.

BERCOVICI, B. S.
MBS-WHN, New York, N. Y.

BEZOFF, BEN
KMYR, Denver, Colo.
BILLMEYER, DOUG
KMO, Tacoma, Wash.
BINEGAR, LEWIS
WCAT, Rapid City, S. D.
BIRD, J. C.
WCAP, Asbury Park, N. J.
BISHOP, PAT
KFI-KECA, Los Angeles, Calif.
BJORNSON, BJOR
NBC.
BLACKWELL, BURT
WAVE, Louisville, Ky.
BLACKWELL, GEO.
WBLK, Clarksburg, W. Va.
BLAKELY, CLINT
WAPI, Birmingham, Ala.
BOSTICK, M. N.
KLRA, Little Rock, Ark.
BOSWORTH, BOB
WAPO, Chattanooga, Tenn.
BOUCHIER, BOB
KOBH, Rapid City, S. D.
BOYD, HAROLD J.
KYA, San Francisco, Calif.
BRADLEY, TRUMAN
KNX, Los Angeles, Calif.
BRADSHAW, JUSTIN
KFBI, Wichita, Kans.
BRAMSTEDT, A. D.
NBC.
BRANDT, DEL
KPOW, Powell, Wyo.
BRAU, ENRIQUE RAMIREZ
WIAC, San Juan, P. R.
BRENNAN, PETER
NBC.
BRIGHT, HARRY
WGBR, Goldsboro, N. C.
BRINN, JACK
WCBI, Columbus, Miss
BRISENDINE, ROBERT
WRRF, Washington, N. C.
BROCK, MARY
NBC.
BROOKS, JEAN
WGAA, Cedartown, Ga.
BROWN, ALLEN
WFOY, St. Augustine, Fla.
BROWN, ANDERSON
WGBG, Greensboro, N. C.
BROWN, BOB
WMAQ, Chicago, Ill.
BROWN, CECIL
CBS.
BROWN, GEORGE
CJOC, Lethbridge, Alberta.
BROWNING, BOB
WKNY, Kingston, N. Y.
BRYAN, BILL
WIBW, Topeka, Kans.
BURKE, J. FRANK
KFVD, Los Angeles, Calif.

BURLINGAME, BOB
WHO, Des Moines, Iowa.
BURWELL, ED
WHIT, New Berne, N. C.
BUSFIELD, ROGER
KTBC, Austin, Texas.
BUTLER, HOMER
WEBQ, Harisburg, Ill.
BUTLER, JAMES W.
WGBR, Goldsboro, N. C.
BYERS, HALE
WCCO, Minneapolis-St. Paul, Minn.

— C —

CADDELL, RAYMOND
WFIG, Sumter, S. C.
CADE, MARVIN
WFMB, Indianapolis, Ind.
CALMER, NED
CBS.
CAMADAY, EWING
KELD, El Dorado, Ark.
CAMPBELL, JOHN T.
KGVO, Missoula, Mont.
CAPOZUCCHI, J.
WHOM, Jersey City, N. J.
CAPPELLINI, EDGAR
KALB, Alexandria, La.
CARLYLE, BOB
WHP, Harrisburg, Pa.
CARMONA, AL
KVEG, San Luis Obispo, Calif.
CARROLL, JIM
KWYO, Sheridan, Wyo.
CARTER, BOAKE
MBS-WOR, New York, N. Y.
CARTER, SHEELAH
MBS-WHK, Cleveland, Ohio.
CECIL, HERMAN
KCMC, Texarkana, Ark.
CHAMBERS, HUGH
WIP, Philadelphia, Pa.
CHAPEL, JOHN
KROW, Oakland, Calif.
CHAPLIN, WILLIAM
NBC.
CHASE, BOB
WIL, St. Louis, Mo.
CHASE, MILTON
WSAI-WLW, Cincinnati, Ohio.
CHENAULT, FRANCES
KFRE, Fresno, Calif.
CHESTER, GIRAUD
WHA, Madisn, Wisc.
CHILDS, LELAND
WJLD, Bessemer, Ala.
CHILDS, RALPH
KMA, Shenandoah, Iowa.
CHRISTENSEN, JIM
WSOY, Decatur, Ill.
CHUMLEY, CHARLES
KRBC, Abilene, Texas.
CIANCA, ALBERTO
WOV, New York, N. Y.
CLAPPER, RAYMOND
MBS-WOR, New York, N. Y.
CLARE, VAL
CKLW, Windsor, Ont.
CLARK, HERBERT
KWBW, Hutchinson, Kans.
CLARK, JAMES E.
WMMN, Fairmont, W. Va.
CLARK, J. B.
WDNC, Durham, N. C.
CLARK, J. MABEL
KTBC, Austin, Texas.
CLARKE, MIKE
WWL, New Orleans, La.
CLAYTON, BOVARD
WEBQ, Harrisburg, Ill.
CLAYTON, OLIVER
WJMC, Rice Lake, Wisc.
CLAYTON, PHIL
CKCR, Kitchener---Waterloo, Ont.
CLOSE, UPTON
NBC, World News Parade.
WOR, New York, N. Y.
CLOUGH, EDWIN M.
KOY, Phoenix, Ariz.
COATES, F. FLETCHER
CHNS, Halifax, N. S.
COBB, DAVID
WSM, Nashville, Tenn.
COBB, TY
KRGV, Wesloco, Texas.
COFFIN, FRANK
KXRO, Aberdeen, Wash.
COLEMAN, WARD
WSLI, Jackson, Miss.
COLLINS, TED
CBS.
COLEMAN, HARRY
KBIZ, Ottumwa, Iowa.
COLQUETTE, R. D.
CBK, Watrous, Sask.

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CONNER, WM.
WEAU, Eau Claire, Wisc.
CONNOR, DAVE
WITH, Baltimore, Md.
CONRAD, STAN
WMFR, High Point, N. C.
CONTURE,, EDWARD J.
WDLP, Panama City, Fla.
COOK, LYNN
WKBH, La Crosse, Wisc.
COOKE, PHIL
WCBT, Roanoke Rapids, N. C.
COOLEY, JOHN B.
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WMBD, Peoria, Ill.
COOPER, JIM
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WFIL, Philadelphia, Pa.
CORNELL, JOHN
WSAI, Cincinnati, Ohio.
COSTELLO, BILL
WJWC, Hammond, Ind.
COSTIGAN, HOWARD
KOL, Seattle, Wash.
COWELL, EDDIE
WJHL, Johnson City, Tenn.
COX, BOB
WJHL, Johnson City, Tenn.

CRAVENS, KATHRYN
WNEW, New York, N. Y.

CRAWFORD, SAM
KGY, Olympia, Wash.
CRIPPS, FRED
CKCK, Regina, Sask.
CROMWELL, GEORGE
CHSJ, St. John, N. B.
CRONICAN, LEE
WHP, Harrisburg, Pa.
CUFF, SAMUEL
WNEW, New York, N. Y.
CULL, RICHARD
WHIO, Dayton, Ohio.
CULLEN, BILL
WWSW, Pittsburgh, Pa.
CUMMINGS, GORDON H.
CFGP, Grande Prairie, Alberta.
CUNNINGHAM, HOMER
WIBW, Topeka, Kans.
CUNNINGHAM, P. H.
KWOC, Poplar Bluff, Mo.
CURTIS, E. H.
WIBW, Topeka, Kans.

— D —

DADY, RAY E.
KWK, St. Louis, Mo.
DAHLIN, ED
CJRM, Regina, Sask.
DALE, HAROLD
WGTC, Greenville, N. C.
DALY, JOHN
CBS, Report to the Nation, The World Today.
DANNIS, MEL
WCOP, Boston, Mass.
DAVIDSON, MEADE
WWRL, Woodside, N. Y.
DAVIES, BOB
KFRE, Fresno, Calif.
DAVIS, GARY
WMFR, High Point, N. C.
DAVIS, HASSOLDT
NBC.
DAVIS, JOHN
WWSW, Pittsburgh, Pa.
DAVIS, REX
WCKY, Cincinnati, Ohio.
DAWSON, ROY
WHIT, New Berne, N. C.
DAY, DICK
WDGY, Minneapolis-St. Paul, Minn.
DAY, GEORGE
KPAB, Laredo, Texas.
DEBNAM, W. E.
WPTF, Raleigh, N. C.
DELANO, FRED
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DENISON, CLIFFORD B.
WMRC, Greenville, S. C.
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KPDN, Pampa, Texas.
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WISH, Indianapolis, Ind.
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CFCY, Charlottetown, P. E. I.
DILL, CLIVE
WBTA, Batavia, N. Y.
DILLINGHAM, ALEX
WKAR, East Lansing, Mich.
DILLON, JOE
WHAT, Philadelphia, Pa.
DILWORTH, SCOT
WBOW, Terre Haute, Ind.
DINEEN, JOE
WORL, Boston, Mass.
DINSDALE, ALFRED
WATN, Watertown, N. Y.
DOBSON, GEO.
CKBI, Prince Albert, Sask.
DONNELL, JACK
WGRC, New Albany, Ind.
DONOVAN, GREGG
WDGY, Minneapolis-St. Paul, Minn.
DORSEY, ROD
WOLS, Florence, S. C.
DREIER, ALEXANDER
NBC. News of the World, World News Parade, Skelly Oil Co. News, Alex Dreier Comments, News at Noon.
DRISCOLL, RICHARD V.
WBTA, Batavia, N. Y.
DROHLICH, BOB
KDRO, Sedalia, Mo.
DUANE, BOB
WKY, Oklahoma City, Okla.
DUFORD, ROMEO
CHLT, Sherbrooke, Que.
DUNCAN, BILL
CJRM, Regina, Sask.
DUNCAN, NOVIN
WFBC, Greenville, S. C.
DUNLAP, WALLACE
WMOB, Mobile, Ala.
DUNHAM, DICK
WITH, Baltimore, Md.
DUNN, JACK
WDAY, Fargo, N. D.

— E —

EAST, HENRY
WGPC, Albany, Ga.
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WOOD-WASH, Grand Rapids, Mich.
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WWDC, Washington, D. C.
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EGNOR, NATE
WJPF, Herrin, Ill.
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WMBD, Peoria, Ill.
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ESSER, WRIGHT
KJR, Seattle, Wash.
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EYEMAN, HERB
WPIC, Sharon, Pa.

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WTAD, Quincy, Ill.
FARMER, JOHN
KMBC, Kansas City, Mo.

FEAGIN, BOB
WPDQ, Jacksonville, Fla.

FERGUSON, BERT
WJPR, Greenville, Miss.

FERGUSON, GENE
WEW, St. Louis, Mo.

FIELDING, CAPT. MICHAEL
WIND, Gary, Ind.

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WSAR, Fall River, Miss.

FLANNERY, HARRY W.
KNX, Los Angeles, Calif.

FLEMING, DOUGLAS
WCPO, Cincinnati, Ohio.

FLEMING, THOMAS
WLEU, Erie, Pa.

FLEMING, ED.
CBS.

FLENNIKEN, JIM
WBRW, Welch, W. Va.

FOGARTY, JOHN
WCPO, Cincinnati, Ohio.

FOLSTER, GEORGE
NBC.

FORBES, GILBERT
WFBM, Indianapolis, Ind.

FORBES, RUTH
KXRO, Aberdeen, Wash.

FORD, FENTON
KLSM, Salem, Ore.

FOSTER, CEDRIC
MBS.

FOSTER, JACK
WCKY, Cincinnati, Ohio.

FOSTER, "RED"
CFRB, Toronto, Ont.

FOSTER, WILSON
KFAR, Fairbanks, Alaska.

FOULIS, BILL
KFEL, Denver, Colo.

FOURNIER, JEAN
CHLP, Montreal, Que.

FOX, AL
WHLD, Niagara Falls, N. Y.

FRANCIS, HAROLD
CJRM, Regina, Sask.

FRANK, VAL
WAAT, Jersey City, N. J.

FREED, ALAN
WKST, New Castle, Pa.

FRENCH, KEN
WHEC, Rochester, N. Y.

FROM, JOE
WJWC, Hammond, Ind.

FRY, HILARY
KADA, Ada, Okla.

FURNISS, WALTER
WCOL, Columbus, Ohio.

FYLER, THEDA
WSYR, Syracuse, N. Y.

— G —

GAETH, ARTHUR
KOVO, Provo, Utah.

GAGNON, FERNAND
CHLN, Three Rivers, Que.

GAILMOR, WM. S.
WHN, New York, N. Y.

GAINES, SAMMY
WAIM, Anderson, S. C.

GAMBLE, BAXTER
KGGM, Albuquerque, N. M.

GAMMELL, S. B.
WTHT, Hartford, Conn.

GANDY, ART
KHUB, Watsonville, Calif.

GARNER, J. E. (PAT)
KFPW, Fort Smith, Ark.

GAUTHIER, JEAN L.
CHLT, Sherbrooke, Que.

GAYMAN, PARKER
KFRC, San Francisco, Calif.

GAYMAN, L. VAUGHN
WKBB, Dubuque, Iowa.

GEARHART, LYNN
WDAE, Tampa, Fla.

GEORGE, FRANCIS
KGBS, Harlingen, Texas.

GEORGE, TIM
KMA, Shenandoah, Iowa.

GERARD, JAMES W.
WINE, New York, N. Y.

GETHING, MAJ. PETER
WTMA, Charleston, S. C.

GETTINGS, MATT
WPDQ, Jacksonville, Fla.

GIBBONS, TOMMY
WPIC, Sharon, Pa.

GIBNEY, JACK
WRBL, Columbus, Ga.

GILBERT, LIVINGSTON
WAVE, Louisville, Ky.

GILCHRIST, T. S., JR.
WTMC, Ocala, Fla.

GILLESPIE, FRANK
KTAR, Phoenix, Ariz.

GLADSTONE, HENRY
WOR, New York, N. Y. Transradio News.

GLEASON, J.
WHBU, Anderson, Ind.

GODDARD, DON
WEAF, New York, N. Y.

GODT, GENE
WHO, Des Moines, Iowa.

GODWIN, EARL

Blue. Watch the World Go By.

GOERCH, CARL
WPTF, Raleigh, N. C.

GOODALL, ULNA
WHP, Harrisburg, Pa.

GOODE, MICHAEL J.
WELI, New Haven, Conn.

GOODE, RICHARD
WRDW, Augusta, Ga.

GONCE, CHET L.
KNEW, Hobbs, N. M.

GORDON, PHILIP KEYNE
WJW, Akron, Ohio.

GOULDING, P. H.
WEEI, Boston, Mass.

GRANT, AUSTIN
WWJ, Detroit, Mich.

GRANT, BRUCE
KRNT-KSO, Des Moines, Iowa.

GRANT, TAYLOR
WCAU, Philadelphia, Pa.

GREBE, EARL
WSPD, Toledo, Ohio.

GREENE, LORNE
CBL-CBY, Toronto, Ont.

GREGORY, MEL C.
KOTH, Lihue, Hawaii.

GREW, DAVID
KFPY, Spokane, Wash.

GRIER, HARRY
KTRH, Houston, Texas.

GRISWOLD, GEORGE
WTMA, Charleston, S. C.

GULLICKSON, CHARLES
WDOD, Chattanooga, Tenn.

GUNTHER, JOHN
Blue.

— H —

HAGEMAN, H. H.
WADC, Akron, Ohio.

HAGUE, EARL
WWDC, Washington, D. C.

HAID, A. L.
WHIZ, Zanesville, Ohio.

HALE, ARTHUR
MBS-WOR, New York, N. Y. Confidentially Yours.

HALE, CECIL
WSAI-WLW, Cincinnati, Ohio.

HALLOCK, MEL
KWYO, Sheridan, Wyo.

HAMILTON, DICK
KGNO, Dodge City, Kans.

HANCOCK, HUNTER
KPAB, Laredo, Texas.

HAND, JACK
WNBF, Binghamton, N. Y.

HAINES, WILLIAM
WCOP, Boston, Mass.

HANNA, TED
WGAR, Cleveland, Ohio.

HANSEN, CARROLL
KQW, San Jose, Calif. KJBS, San Francisco, Calif.

HARDER, JACK
WAYX, Waycross, Ga.

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WMCA, New York, N. Y.

HARKNESS, RICHARD
NBC-WRC, Washington, D. C.

HARLESS, DANIEL
WSAV, Savannah, Ga.

HARLUIG, H.
WHBU, Anderson, Ind.

HARRIS, HERBERT
WSB, Atlanta, Ga.

HARRIS, WINDER R.
WTAR, Norfalk, Va.

HARSH, JOSEPH
CBS.

HART, BILL
CKBI, Prince Albert, Sask.

HARTMAN, MARX
Blue.

HARTRICK, GEO.
WCOP, Boston, Mass.

HASE, ED
WCHV, Charlottesville, Va.

HATCHITT, REECE
NBC.

HAYES, MICHAEL
WJMC, Rice Lake, Wisc.

HEATTER, GABRIEL

MBS-WOR, New York, N. Y.

HEALEY, COL. JIM
WTRY, Troy, N. Y.

HELEZER, WALTER
WEDC, Chicago, Ill.

HEMINGWAY, FRANK
KGW-KEX, Portland, Ore.

HENDERSON, BROOKS
KSTP, St. Paul-Minneapolis, Minn.

HENDRIX, JIM
WAPO, Chattanooga, Tenn.

HENRY, MICHAEL
WTMV, East St. Louis, Ill.

HERGET, JOE
WCHS, Charleston, W. Va.

HERNDON, MAURICE
WLPM, Suffolk, Va.

HERRERO, JOSE PRADOS
WIAC, San Juan, P. R.

HERRING, CHARLeES
KUJ, Walla Walla, Wash.

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WLW, Cincinnati, Ohio.

HICKS, JOHNNY
WRR, Dallas, Texas.

HIETT, HELEN
Blue.

HILL, D. G.
CKMO, Vancouver, B. C.

HILL, EDWIN C.

CBS. The Human Side of the News.

HILL, LILLARD
KADA, Ada, Okla.

HILLMAN, WILLIAM
NBC, Blue.

HODGES, HILTON
WIBW, Topeka, Kans.

HOLBROOK, JOHN
WGN, Chicago, Ill.

HOLCOMB, GRANT, JR.
KPRO, Riverside, Calif.

HOLLUMS, ELLIS
WGAM, Miami, Fla.

HOLMAN, AL
WALA, Mobile, Ala.

HOLTZ, THOMAS
WDAF, Kansas City, Mo.

HOOPER, JACK
WMBG, Richmond, Va.

HOPE, BOB
WSFA, Montgomery, Ala.

HORN, ROBERT
WMAN, Mansfield, Ohio.

HOSKINS, TROY
KTOK, Oklahoma City, Okla.

HOTALING, EARL
WBTM, Danville, Va.

HOWE, LEONARD
WHO, Des Moines, Iowa.

HOWE, QUINCY
CBS.

HOWELL, REX
KFXJ, Grand Junction, Colo.

HOWSE, L. B.
WHOP, Hopkinsville, Ky.

HUBBS, FRANK
WAGA, Atlanta, Ga.

HUBER, RICHARD
WRDW, Augusta, Ga.

HUDDELSTON, PAUL
WBBB, Burlington, N. C.

HUGH, JOHN
WHIT, New Berne, N. C.

HUGHES, B. L.
WHCU, Ithaca, N. Y.

HUGHES, JOHN B.
MBS-WOR, New York, N. Y.

HUGHES, PAUL
KTAR, Phoenix, Ariz.

HULL, HARWOOD, JR.
NBC.

HUMBLE, JOHN
WAYX, Waycross, Ga.

HUNT, FRAZIER
CBS.

HUNTER, JIM
CFRS, Toronto, Ont.

HYLAND, DAN
WHAI, Greenfield, Mass.

— I —

INCH, MERRILL
KOH, Reno, Nev.

IRVING, CHARLES
WGN, Chicago, Ill.

IZZARD, WES
KGNC, Amarillo, Texas.

— J —

JACKSON, WILLARD
WJMC, Rice Lake, Wisc.

JACOB, HANS
WOV, New York, N. Y.

JACOBS, MAX
KPRC, Houston, Texas.

JACOBS, TOM
KTRH, Houston, Texas.

JASS, MELVIN
KUTA, Salt Lake City, Utah.

JAY, HARRY
WLOK, Lima, Ohio.

JAY, NORMAN
WCAU, Philadelphia, Pa.

JOHNSON, HAROLD B.
WWNY, Watertown, N. Y.

JOHNSON, TED
KFBI, Wichita, Kans.

JOHNSTONE, FRED
CKWS, Kingston, Ont.

JOY, DICK
CBS-KNX, Los Angeles, Calif.

JUREY, JACK
WKBN, Youngstown, Ohio.

— K —

KABER, RUSSELL V.
KABR, Aberdeen, S. D.

KALTENBORN, H. V.
NBC.

KAMPE, MEL
WIL, St. Louis, Mo.

KARNES, ROBERT
WKY, Oklahoma City, Okla.

KAY, WALTER
WHA, Madison, Wis.

KAYE, TONY
WEBR, Buffalo, N. Y.

KELLEY, BOYD
KRLH, Midland, Tex.

KELLOGG, JACK
KJBS, San Francisco, Calif.

KELLY, EARL
CJOR, Vancouver, B. C.

KELLY, ROBERT
WMAN, Marinette, Wisc.

KENNEDY, JOHN B.
Here's John B. Kennedy CBS. WNEW, New York, N. Y.

KENNEDY, ROBERT D.
WDSM, Superior, Wisc.

KENT, CARL
WAKR, Akron, Ohio.

KENT, JIM
CKCK, Regina, Sask.

KENNY, FRED
WAGA, Atlanta, Ga.

KEPLINGER, DICK
KJR-KOMO, Seattle, Wash.

KERGAN, GEORGE
CJRM, Regina, Sask.

KIERMAN, RAY
WEEI, Boston, Mass.

KIMBALL, FRED
WWNY, Watertown, N. Y.

KING, CY
WERB, Buffalo, N. Y.

KING, JULIUS
WJTN, Jamestown, N. Y.

KING, WILLARD
CHSJ, Saint John, N. B.

KISTER, GEORGE
KMMJ, Grand Island, Nebr.

RAYMOND GRAM SWING

JOHN B. KENNEDY
News Commentator
CBS
MGM Newsreel Reporter
Per. Mgt. James C. Appell

KNEASE, DON
KGW-KEX, Portland, Ore.

KNELL, JACK
WBT, Charlotte, N. C.

KNUTSON, MILO
KROC, Rochester, Minn.

KOACHMAN, ANDY
WADC, Akron, Ohio.

KOLB, HAROLD
WSAY, Rochester, N. Y.

KREGELCH, HUBERT
WSPR, Springfield, Mass.

KRIZ, BOB
WOSH, Oshkosh, Wisc.

— L —

LACKEY, F. E.
WHOP, Hopkinsville, Ky.

LACKEY, HECHT S.
WSON, Henderson, Ky.

LA FORCE, CHARLES
WEMP, Milwaukee, Wisc.

LAMBERT, KEN
WLDS, Jacksonville, Ill.

LAMBERT, SALLY
WGBB, Freeport, N. Y.

LAMBETH, RALPH M.
WGBG, Greensboro, N. C.

LAMPEL, HAROLD
KTAR, Phoenix, Ariz.

LANDIS, DeWITT
KFGO, Lubbock, Texas.

LANDON, HARRY F.
WWNY, Watertown, N. Y.

LANG, BARBARA
WINN, Louisville, Ky.

LANG, WILLIAM
KNAX, Yankton, S. D.

LANGDON, ED
WKBN, Youngstown, Ohio.

LANGSAM, DR. WALTER C.
WGY, Schenectady, N. Y.

LARGE, R. F.
CFCY, Charlottetown, P. E. I.

LARSEN, WHITEY
WNAX, Yankton, S. D.

LAURIE, WILLIAM
WINN, Louisville, Ky.

LAW, GLEN
KSO-KRNT, Des Moines, Iowa.

LAWRENCE, GEORGE
CJRM, Regina, Sask.

LAWTON, FLEETWOOD
KMJ, Fresno, Calif.

LAYE, ROBERT
WMJM, Cordele, Ga.

LEACH, EDWARD
WRRF, Washington, N. C.

LeBRUN, HARRY
WHEC, Rochester, N. Y.

LEEDS, DAVID
WAAT, Jersey City, N. J.

LEITCH, ALBERT
CBS-WJSV, Washington, D. C.

LEVERTON, O. M.
WLBL, Stevens Point, Wisc.

LEVIN, H.
WHOM, Jersey City, N. J.

LEWIS, DON
WWL, New Orleans, La.

LEWIS, ERVIN
WLS, Chicago, Ill.

LEWIS, FULTON
WOL, Washington, D. C.

LEWIS, FULTON, JR.
WHN, New York, N. Y.

LEWIS, SOL
Blue.

LEWIS, WALTER
WTNJ, Trenton, N. J.

DE LIMA, PETE
KFI-KECA, Los Angeles, Calif.

LINDLEY, ERNEST K.
WRC, Washington, D. C.

LIPPENCOTT, ELLWOOD
KELA, Centralia & Chehalis, Wash.

LITTTLE, ROBERT
WCPO, Cincinnati, Ohio.

LOCKWOOD, KEN
KBKR, Baker, Ore.

LONG, RUSSELL
WSCO, Charleston, S. C.

LONGMIRE, CAREY
NBC-WRC, Washington, D. C.

LONGWELL, BOB
WCAR, Pontiac, Mich.

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Gabriel Heatter

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WGPC, Albany, Ga.

LOUD, EINER
KWLC, Decorah, Iowa.

LOWREY, MEADOW
KRLD, Dallas, Texas.

LUCAS, BEN
WRDW, Augusta, Ga.

LUCAS, SILAS
WGTM, Wilson, N. C.

LUKINS, HARRY
WAVE, Louisville, Ky.

LYON, CHARLES
WMAQ, Chicago, Ill.

LYTLE, ED
WHAM, Rochester, N. Y.

— M —

MACDONALD, D. J.
CBA, Sackville, N. B.

MACDONALD, MARGARET
CBA, Sackville, N. B.

MacFARLAND, IAN ROSS
WJEJ, Hagerstown, Md.

MACK, FLOYD
NBC, MBS.

MACK, WAYNE
WGAR, Cleveland, Ohio.

MacKERCHER, JOHN
WMMN, Fairmont, W. Va.

MacKNIGHT, JOHN
WDGY, Minneapolis--St. Paul, Minn.

MacMASTERS, DAN
WWNY, Watertown, N. Y.

MacRAE, ROSS
CKCK, Regina, Sask.

MacVANE, JOHN
NBC.

MADDOX, DEAN
KFRC, San Francisco, Calif.

MAGIDOFF, ROBERT
NBC.

MAHONEY, CLAUDE
WMAL, Washington, D. C.

MALONE, MAJOR GENERAL PAUL B.
Blue. Weekly War Journal.

MALONE, FRANK
WIOD, Maimi, Fla.

MANUEL, KEN
WWJ, Detroit, Mich.

MAPLES, GRADY
KICA, Clovis, N. M.

MARCUS, LESLIE
KWJJ, Portland, Ore.

MARSH, LOUIS T.
WMRN, Marion, Ohio.

MARSH, JOHN
WCOU, Lewiston, Me.

MARSHALL, BOB
WDBO, Orlando, Fla.

MARSHALL, GENE
WBML, Macon, Ga.

MARSHALL, MARIAN
WTNJ, Trenton, N. J.

MATHEWS, TOM
WFLA, Tampa, Fla.

MARTIN, GEORGE P.
WRRF, Washington, D. C.

MARTIN, JACK
WKBH, La Crosse, Wisc.

MARTIN, LEWIS D.
WDSM, Superior, Wisc.

MARTIN, LOUIS
KOAM, Pittsburgh, Kans.

MARTIN, THOMAS E.
WWNY, Watertown, N. Y.

MARTIN, WILTON
WAIM, Anderson, S. C.

MARVIN, TONY
CBS.

MASSENGILL, LUTHER
WDEF, Chattanooga, Tenn.

MAYHEW, F. E. "TINY"
KASA, Elk City, Okla.

MAXSON, JOHN
KWJJ, Portland, Ore.

MAXWELL, JAMES
CKNX, Wingham, Ont.

MAXWELL, PRESTON
KNEW, Hobbs, N. M.

McARDLE, RODNEY
KXA, Seattle, Wash.

WILLIAM S. GAILMOR
News Analyst
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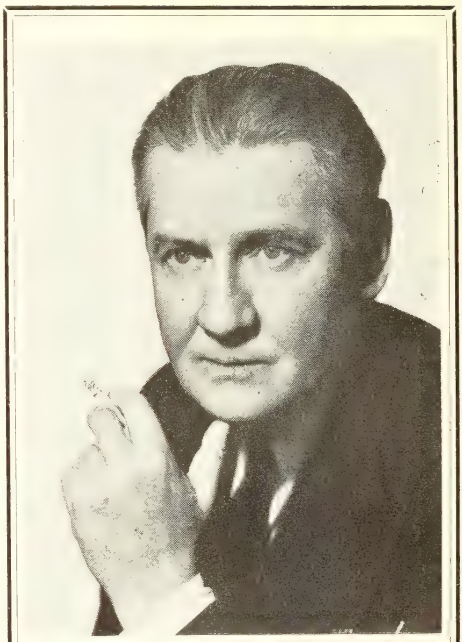


EDWIN C. HILL

McBRIDE, LESTER
KLGU, Safford, Ariz.

McBRIDE, MARY MARGARET
NBC.

McCANN, TOM
KOMO, Seattle, Wash.

McCARTHY, TOM
WKRC, Cincinnati, Ohio.

McCLANAHAN, STEEL
KGBS, Harlingen, Texas.

McCRACKEN, H. L.
KVRS, Rock Springs, Wyo.

McDONALD, BOB
KGNG, Amarillo, Texas.

McDONALD, IRVING
WEEI, Boston, Mass.

McDONALD, JAMES G.
Blue.

McDONALD, L. A.
CFCY, Charlottetown, P. E. I.

McDOWELL, BILL
WPIC, Sharon, Pa.

McGHEE, FRED
KGBX, Springfield, Mo.

McGREW, JACK
KPRC, Houston, Texas.

McINTYRE, FRANK
WKY, Oklahoma City, Okla.

McKINNEY, CARL
WGTC, Greenville, N. C.

McKNIGHT, WES
CFRB, Toronto, Ont.

McLAREN, JACK
CKCA, Kenora, Ont.

McLENDON, NORWOOD
KTEM, Temple, Texas.

McMAHON, CHARLES
WCSC, Charleston, S. C.

McMURRAY, EMMET
WHBQ, Memphis, Tenn.

McNAY, IONE
WOI, Ames, Iowa.

MELBOURNE, JOHN P.
KXL, Portland, Ore.

MELTON, ORRIN
KYSM, Mankato, Minn.

MERROW, CHESTER E.
WHEB, Portsmouth, N. H.

METCALF, DEAN M.
KARM, Fresno, Calif.

MEYERS, TED
KFI-KECA, Los Angeles, Calif.

MILLER, KEN
KVOO, Tulsa, Okla.

MILLER, RUSSELL
KTOK, Oklahoma City, Okla.

MILLS, KENNY
WPIC, Sharon, Pa.

MILTNER, JACK
WKBN, Youngstown, Ohio.

MINIUM, JAMES
WMAN, Mansfield, Ohio.

MINOR, VERNON
KWBW, Hutchinson, Kans.

MITCHELL, DR. NICHOLAS P.
WFBC, Greenville, S. C.

MOFFAT, RALPH
WDGY, Minneapolis - St. Paul, Minn.

MONROE, JAMES
KCMO, Kansas City, Mo.

MOONEY, DOW
WLAG, Nashville, Tenn.

MOORE, BETH
KTBS, Shreveport, La. News in a Woman's World.

MOORE, FRED
WOW-WLG, Fort Wayne, Ind.

MORELAND, HARRY
WDOD, Chattanooga, Tenn.

MOREY, ART
KWJJ, Portland, Ore.

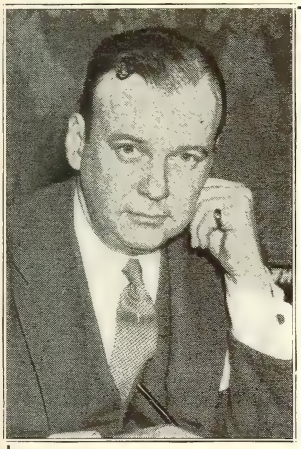
MORGAN, HAL
WGAR, Cleveland, Ohio.

MORRIS, DUDLEY
KOAM, Pittsburg, Kans.

MORRIS, JAMES
KOAC, Corvallis, Ore.

MORRIS, JERRY
KOL, Seattle, Wash.

MORRISON, GARY
WDNC, Durham, N. C.



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Sixth year as featured News Commentator—WHN.

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WCAP, Asbury Park, N. J.

MOZLEY, DON
KLX, Oakland, Calif.

MUIR, FRANCES
CBS.

MULLINGER, KEITH
WOI, Ames, Iowa.

MULREADY, TOM
WHO, Des Moines, Iowa.

MULROY, BERT
WFHR, Wisconsin Rapids, Wis.

MURPHY, ROBERT
KSTP, St. Paul-Minneapolis, Minn.

— N —

NADIG, HENRY DAVIS
WKNE, Keene, N. H.

NEAL, LEE
WPAR, Parkersburg W. Va.

NEAL, ROY
WIBG, Philadelphia, Pa.

NEEL, CLIVE LEE
KASA, Elk City, Okla.

NEIL, JACK
KRIC, Beaumont, Texas.

NEWKRIRK, A. B.
WICA, Ashtabula, Ohio.

NOBORS, TED
KTRH, Houston, Texas.

NOBLE, DICK
WMAQ, Chicago, Ill.

NOWOOD, WILLIAM
KGMB, Honolulu, Hawaii.

NOTARI, SERENA
WEDC, Chicago, Ill.

NUSBAUM, MORT
WSAY, Rochester, N. Y.

— O —

O'CONNOR, ROD
WGN, Chicago, Ill.

O'DONNELL, WILLIAM
KDON, Monterey, Calif.

OETTINGER, ELMER, JR.
WGTM, Wilson, N. C.

OLIVER, BRYCE
WMCA, New York, N. Y.

OLSEN, TOM
KGY, Olympia, Wash.

O'NEILL, EDW. G.
WGNY, Newburgh, N. Y.

ORAM, RICHARD
WMAN, Mansfield, Ohio.

O'SHIELDS, CLAUD
WMFD, Wilmington, N. C.

OURSLER, FULTON
WHN, New York, N. Y.

OVERBAY, PAUL
WKPT, Kingsport, Tenn.

— P —

PARKER, PAUL
WHIT, New Berne, N. C.

PARLIN, A. C.
WMRN, Marion, Ohio.

PARR, GRANT
NBC.

PARSONS, EDGAR
WLDS, Jacksonville, Ill.

PASCHELL, WALTER
WSB, Atlanta, Ga.

PATRICK, ROGER
KROS, Clinton, Iowa.

PATTERSON, JIMMY
WISE, Ashville, N. C.

PAULSON, AL
KOBH, Rapid City, S. D.

PAULSON, ROBERT
KATE, Albert Lea, Minn.

PEAK, GENE
WPAD, Paducah, Ky.

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and
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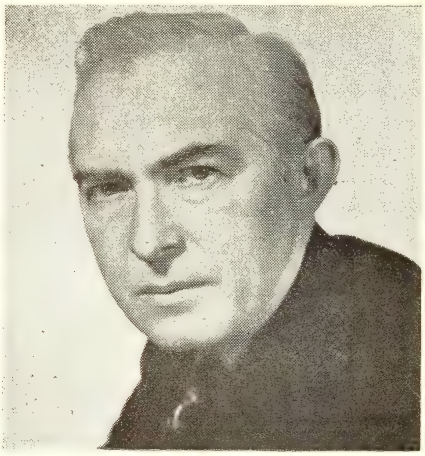
Plus Regular Schedule
of
Original 15 Minute Commentaries



B. S. BERCOVICI
NEWS COMMENTATOR
WHN
Personal Mgt.
E. KANE
PLaza 9-5155

PEARSON, DREW
Blue. Washington Merry-Go-Round.

PEARSON, FORT
WMAQ, Chicago, Ill.

PEARSON, GUSTAV
KWJJ, Portland, Ore.

PEL, LYN
WKAT, Miami Beach, Fla.

PENNER, RAY C.
WGKY, Charleston, W. Va.

PEPIN, JEAN-PAUL
CHLN, Three Rivers, Que.

PETERS, KEN
KTMS, Santa Barbara, Calif.

PETERSON, ELMER
NBC.

PETRIE, JACK
WDLP, Panama City, Fla.

PILLEY, JACK
KTMS, Santa Barbara, Calif.

POLLOCK, REED
KDON, Monterey, Calif.

PORTER, ROY
Blue.

POWELL, PEARL
CJRM, Regina, Sask.

PRESTON, C.
KWAL, Wallace, Idaho.

PRIMM, ART
KVI, Tacoma, Wash.

PRINGLE, NELSON
KNX, Los Angeles, Calif.

PROVENSON, HERLEY
WHN, New York, N. Y. Pinex News, News Reel Theatre.

PRYOR, DAN
KQW, San Jose, Calif.

PURCELL, JOHN
CBS.

PUTNAM, GEORGE F.
NBC-WEAF, New York, N. Y.

PYATT, AL
KIUL, Garden City, Kans.

— Q —

QUINN, FRANCES
KFRE, Fresno, Calif.

— R —

RABORG, MAJOR PAUL C.
WINS, New York, N. Y.

RADCLIFFE, FRANK
CFOS, Owen Sound, Ont.

RAFFERTY, TOM
CKCR, Kitchener-Waterloo, Ont.

RALEIGH, JOHN
WCCO, Minneapolis - St. Paul, Minn.

RANDELL, PORTER
KFJZ, Fort Worth, Texas.

RASMUSSEN, LEO G.
KICD, Spencer, Iowa.

RATCLIFFE, H. C.
WEEI, Boston, Mass.

READE, JOHN C.
CFRB, Toronto, Ont.

REAMS, HUNTER
WSTV, Steubenville, Ohio.

REED, CARL
WHEB, Portsmouth, N. H.

REEDER, TOM
KLCN, Blytheville, Ark.

REEF, WALLY
KFEL, Denver, Colo.

REEVES, GEORGE
WSAV, Savannah, Ga.

REGENT, ROBERT
KOH, Reno, Nev.

REID, BILL
CKWS, Kingston, Ont.

REID, M.
KVRS, Rock Springs, Wyo.

REILLY, ARTHUR
WLW, Cincinnati, Ohio.

REILLY, WILLIAM
KVEC, San Luis Obispo, Calif.

REINHARDT, RUSS
CKCR, Kitchener-Waterloo, Ont.

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WBLK, Clarksburg, W. Va.

RICAU, LIONEL
WSM, Nashville, Tenn.

RICHARDSON, STANLEY
NBC.

RICHMOND, RUSSELL
WRRN, Warren, Ohio.

RIDDELL, CORWIN
WOAI, San Antonio, Texas.

RIDGLEY, HARRY
WDAN, Danville, Ill.

RIENHART, AL
KGGM, Albuquerque, N. M.

RIPPETEE, FERRELL
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KGBS, Harlingen, Texas.

ROBERTSON, JIM
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WHKC, Columbus, Ohio.

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WSUN, St. Petersburg, Fla.

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CFCH, North Bay, Ont.

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WKZO, Kalamazoo-Grand Rapids, Mich.

ROBINSON, WIP, III
WSVA, Harrisonburg, Va.

RODRIQUEZ, JOSE
KFI-KECA, Los Angeles, Calif.

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WBML, Macon, Ga.

ROLLER, LARRY
WJNO, West Palm Beach, Fla.

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WINS, New York, N. Y.

ROPER, PRES
WCED, Du Bois, Pa.

ROSCOE, PAUL
KVAK, Atchinson, Kans.

ROSS, JACK
WHAM, Rochester, N. Y.

ROSS, STAN
CFRN, Edmonton, Alberta.

ROSS, STANLEY
NBC.

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ROUGH, FRANK
KWFC, Hot Springs, Ark.

ROWE, C. M.
WCAT, Rapid City, S. D.

RUGGIERI, NICHOLAS
WFCI, Pawtucket, R. I.

RUGH, VIC
KOIL, Omaha, Nebr.

RUHLE, PAUL
WCLO, Janesville, Wisc.

RUSSELL, BOB
KTSW, Emporia, Kans.

— S —

SABIN, BOB
WIND, Gary, Ind.

ST. JOHN, ROBERT
WRC, Washington, D. C.

SALMON, DR. E. T.
CKOC, Hamilton, Ont.

SANDERS, WILLIAM L.
WHIO, Dayton, Ohio.

SAWYER, TOM
WLOF, Orlando, Fla.

SCOFIELD, H. C.
WDBO, Orlando, Fla.

SCOTT, JOHN W.
KABC, San Antonio, Texas.

SCOTTI, G.
WHOM, Jersey City, N. J.

SCHACHER, DR. GERHARD
WIND, Gary, Ind.

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Jerry
ANDERS
☆

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WKRC, Cincinnati, Ohio.

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WFAS, White Plains, N. Y.

SELAH, BILL
KMMJ, Grand Island, Nebr.

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WQXR, New York, N. Y.

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KALB, Alexandria, La.

SEXTON, MARION
KVAN, Vaucouver, Wash.

SHARP, MOREY
KFEL, Denver, Colo.

SHARPE, VIRGIL
..KOIL, Omaha, Nebr.

SHAW, CHARLES
KTSA, San Antonio, Texas.

SHEIN, ALICE
WBTH, Williamson, W. Va.

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WHO, Des Moines, Iowa.

SHERARD, MRS. REID
WMSL, Docatur, Ala.

SHERMAN, BOB
WOWO-WGL, Fort Wayne, Ind.

SHIPLEY, GEN E
WIBW, Topeka, Kans.

SHIRER, WILLIAM L.
CBS.

SHOECRAFT, WILLARD
KGLU, Safford, Ariz.

SHOMETTE, BILL
WOAI, San Antonio, Texas.

SILVA, FRANK
WSAY, Rochester, N. Y.

SIMMONS, BILL
WOLS, Florence, S. C.

SIMON, GEO. O.
WJAC, Johnstown, Pa.

SIMPSON, JIMMY
WAIM, Anderson, S. C.

SIMS, JAY

CBS-WABC, New York, N. Y. Penn Tobacco Co., White Rose Products.

SLATTON, JOHN L.
WMSL, Decatur, Ala.

SLOCUM, WM. JR.
CBS.

SLOSBERG, M. K.
NBC.

SMALL, MARSHALL
KUTA, Salt Lake City, Utah.

SMITH, CAL
KROC, Rochester, Minn.

SMITH, BRAD
KRGV, Weslaco, Texas.

SMITH, ERLE
KMBC, Kansas City, Mo.

SMITH, JOE
KALB, Alexandria, La.

SMITH, KAY
WLDS, Jacksonville, Ill.

SMITH-CROSS, CAPTAIN
WSGN, Birmingham, Ala.

SOARS, JACK
CJKL, Kirkland Lake, Ont.

SPENGLER, HAROLD
WAIM, Anderson, S. C.

STANNARD, BOB
KWOC, Poplar Bluff, Mo.

STEARNS, PHIL
KJBS, San Francisco, Calif.
KQW, Can Jose, Calif.

STEEL JOHANNES

WMCA, New York, N. Y.

STEPHENSON, HOBART
WLDS, Jacksonville, Ill.

STERENBERG, BOB
KFNF, Shenandoah, Iowa.

STERLING, WALLACE
KNX, Los Angeles, Calif.

STEWART, IRA
CFCY, Charlottetown, P. E. I.

STILLWELL, CHARLES L.
WFVA, Fredericksburg, Va.

STINSON, JOHN B.
WLW, Cincinnati, Ohio.

STODDARD, LOTHROP
WMAL, Washington, D. C.

STOMPS, WELDON
KADA, Ada, Okla.

STONE, BUD
CJKL, Kirkland Lake, Ont.

STONE, SID
WOI, Ames, Iowa.

STRANGE, CYRIL
CKGB, Timmens, Ont.

STRAWDVOLD, GEORG
KWLC, Decorah, Iowa.

STRUNA, DR. R.
WEDC, Chicago, Ill.

STUMP, GEORGE
KCKN, Kansas City, Kans.

STURGEON, CARSON
WFIG, Sumter, S. C.

SUDBURY, HAROLD
KLON, Blytheville, Ark.

SUDERMANN, GEORGE
KSAL, Salina, Kans.

SULLIVAN, FLOYD M.
KGBX-KWTO, Springfield, Mo.

SULLIVAN, JEAN
KOWH, Omaha, Nebr.

SULLIVAN, PAUL
WMCA, New York, N. Y.

SWAYZE, JOHN CAMERON
KMBC, Kansas City, Mo.

SWEENEY, BUD
WHKC, Columbus, Ohio.

SWEENEY, WARREN
CBS.

SWENSON, HARVEY
KFOR, Lincoln, Nebr.

SWINDLE, J. L.
KWOC, Poplar Bluff, Mo.

SWING, RAYMOND GRAM

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— T —

TAFOYA, HENRY R., JR.
KFUN, Las Vegas, N. M.

TALBOTT, BILL
KSLM, Salem, Ore.

TAYLOR, ALBERT
WCAU, Philadelphia, Pa.

TAYLOR, DAVE
WBBB, Burlington, N. C.

TAYLOR, DON
KOAM, Pittsburg, Kans.

TEAR, SID
WBRW, Welch, W. Va.

TERWEY, TYS
WNOX, Knoxville, Tenn.

THAYER, JACK
KOBH, Rapid City, S. D.

THERIOT, ALLISON J.
KVOL, Lafayette, La.

THOMAS, ART
WJAG, Norfolk, Nebr.

THOMAS, DONALD
KRLC, Lewiston, Idaho.

THOMAS, FRANK
KFBC, Cheyenne, Wyo.

THOMAS, LLOYD C.
KGFW, Kearney, Nebr.

THOMAS, LOWELL
Blue.

THOMAS, ROBERT
KGW-KEX, Portland, Ore.

THOMPSON, LLOYD
WIBG, Philadelphia, Pa.

THOMPSON, BOB
WJPR, Greenville, Miss.

THOMPSON, DOROTHY
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THORPE, HAROLD "BUD"
KLZ, Denver, Colo.

THORR, LAWRENCE
CFCF, Montreal, Que.

THWAITES, E. N.
KFUN, Las Vegas, N. M.

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KATE, Albert Lea, Minn.

TOMLINSON, EDWARD
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TOTTEN, VERNON
WBTH, Williamson, W. Va.

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WAPI, Birmingham, Ala.

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TURNER, DEAN
KTBC, Austin, Tex.

TURNER, HOWARD
WISE, Asheville, N. C.

TWIGGER, NORMAN
WCAE, Pittsburgh, Pa.

TYSON, DAVE
WWSW, Pittsburgh, Pa.

— U —

UEBELHART, JIM
WSPD, Toledo, Ohio.

UNDERHILL, D.
WISN, Milwaukee, Wisc.

UTLEY, CLIFTON
WJWC, Hammond, Ind.

— V —

VADEBOUCOEUR, EDMUND R.
WSYR, Syracuse, N. Y.

VANDERCOOK, JOHN
NBC, Blue.

VAN DER VEER, McCLELLAN
WSGN, Birmingham, Ala.

VAN HORN, ARTHUR
MBS.

VAN KEEL, GLEN
WIBC, Indianapolis, Ind.

VANN, EDDIE
WLOG, Logan, W. Va.

VANN, QUINNELLE
WLAK, Lakeland, Fla.

VAN SICKLEN, HUNTER
KWJJ, Portland, Ore.

VARES, GEO.
WEDC, Chicago, Ill.

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WIAC, San Juan, P. R.

VIEHMANN, GEORGE E. JR.
KABR, Aberdeen, S. D.

VOGELMAN, ROY
WHA, Madison, Wisc.

— W —

WABER, TOM
WKAR, East Lansing, Mich.

WAGNER, PAUL
WPAY, Portsmouth, Ohio.

WAHL, JIM
NBC.

WAHLBERG, HARRY
KPDN, Pampa, Texas.

WAHLBERG, JOEL F.
WGH, Newport News, Va.

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WISN, Milwaukee, Wisc.

WALKER, LOU
WCOP, Boston, Mass.

WALKER, ROBERT
WTOL, Toledo, Ohio.

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WCOL, Columbus, Ohio.

WALLACE, BRANDON
WBRW, Welch, W. Va.

WALLACE, EDWARD
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WALLACE, JACK
KBST, Big Springs, Tex.

WALLACE, MYRON
WJWC, Hammond, Ind.

WALLACE, WESLEY H.
WPTF, Raleigh, N. C.

WALRATH, W. W.
WICA, Ashtabula, Ohio.

WALTON, SID
WHN, New York, N. Y.

WANN, PAUL
WDOD, Chattanooga, Tenn.

WARNER, HUB
KFAM, St. Cloud, Minn.

WAUGH, IRVING
WSM, Nashville, Tenn.

WAYNE, ELIZABETH
WCCO, Minneapolis-St. Paul, Minn.

WEAVER, MAL
WWSR, St. Albans, Vt.

WEAVER, WILLIAM
KADA, Ada, Okla.

WEBSTER, CLARENCE J.
WWNY, Watertown, N. Y.

WEBSTER, DAN
WMOB, Mobile, Ala.

WELCH, BILL
KMYR, Denver, Colo.

WELLS, GEORGE
WBYN, Brooklyn, N. Y.

WELTMER, FRANK
KTMS, Santa Barbara, Calif.

WHALEY, STORM
KUOA, Siloam Springs, Ark.

WHEDBEE, CHARLES H.
WRRF, Washington, N. C.

WHIKEHART, EDDIE
WHLN, Harlen, Ky.

WHITBY, J. S.
CFLC, Prescott, Ont.

WHITE, LEIGH
CBS-WJSV, Washington, D. C.

WHITELEATHER, MELKIN K.
KYW, Philadelphia, Pa.

WHITESIDES, CHARLES
KTEM, Temple, Texas.

WHITNEY, MARIAN
WEDC, Chicago, Ill.

WHITTIER, CHUCK
WBAX, Wilkes-Barre, Pa.

WICHMANN, WILLIAM P.
WLBL, Stevens Point, Wisc.

WIKE, DONALD A.
KRLC, Lewiston, Idaho.

WILLIAMS, WYTHE
MBS-WHN, New York, N. Y.

WILLIS, FORREST L.
WOKO, Albany, N. Y.

WILSON, DON
CJOR, Vancouver, B. C.

WING, JERRY
KROC, Rochester, Minn.

WINGO, OTIS T.
WWDC, Washington, D. C.

WINTER, WILLIAM
CBS.

WIRTH, DONALD
WMAN, Marinette, Wisc.

WISE, RUSSELL B.
WAKR, Akron, Ohio.

WOLF, JOHN ALLEN
CBS.

WOOD, BARRY
CJVI, Victoria, B. C.

WORDEN, RALPH
WGAR, Cleveland, Ohio.

WYMER, JOHN
WCMI, Ashland, Ky.

— Y —

YOUNG, ED
WKBN, Youngstown, Ohio.

YOUNG, MURRAY
WHK, Cleveland, Ohio.

YOUNGBLOOD, T. DOUG
WFIG, Sumter, S. C.

YOUNBGLOOD, WESLEY
KFGO, Lubbock, Texas.

YORK, JOHN
KGKB, Tyler, Texas.

YORK, MELVIN
KELA, Centralia & Chehalis, Wash.

— Z —

ZIEBARTH, E. W.
WLB, Minneapolis, Minn.

ZIEMER, GREGOR
WLW, Cincinnati, Ohio.

ANNOUNCERS

AND THEIR WORK DURING 1942

— A —

ABBEY, JANE
WCBS, Springfield, Ill.

ABBOTT, FRANK J., JR.
WLAW, Lawrence, Mass.

ABEL, GEORGE
WIL, St. Louis, Mo.

ABERNATHY, JACK
WKNY, Kingston, N. Y.

ABERNATHY, WILLIAM
Blue.

ACKLEY, WAYNE
KRNT-KSO, Des Moines, Iowa.

ADAMS, BERNIE
WPDQ, Jacksonville, Fla.

ADAMS, BILL
KGW-KEX, Portland, Ore.

ADAMS, CHARLES F.
WMVA, Martinsville, Va.

ADAMS, DAVID
WFCI, Pawtucket, R. I.

ADAMS, GARRET
WRJN, Racine, Wis.

ADAMS, GLENN
WIS, Columbia, S. C.

ADAMS, HARR
WWNY, Watertown, N. Y.

ADELMAN, PAT
KNOW, Austin, Tex.

ADKINS, HERMANN
WDBJ, Roanoke, Va.

AIKEN, LOU
WNOX, Knoxville, Tenn.

ALBAYALDE, ABRAHAM A.
KOTH, Lihue, Hawaii.

ALDERMAN, JAMES
WRR, Dallas, Texas.

ALEY, JACK
WGTC, Greenville, N. C.

ALEXANDER, BEN
NBC. Whodunit, Point Sublime.

ALEXANDER, PAUL
KXRO, Aberdeen, Wash.

ALEXANDER, VINCENT
KGER, Long Beach, Cal.

ALEXANDER, JOHN
WFPG, Atlantic City, N. J.

ALEXANDER, JOHN
WLAV, Grand Rapids, Mich.

ALFONSO, ANTONIO
WIAC, San Juan, P. R.

ALFORD, MARION
KGBX-KWTO, Springfield, Mo.

ALLEN, ED
WFPG, Atlantic City, N. J.

ALLEN, BOB
WEAU, Eau Claire, Wis.

ALLEN, FRANK
KTBS, Shreveport, La.

ALLEN, DEL
KFOR, Lincoln, Nebr.

ALLEN, GARY
WCC, Davenport, Iowa.

ALLEN, HERB
KFI-KECA, Los Angeles, Calif.

ALLEN, IRWIN
KMTR, Los Angeles, Calif.

ALLEN, JOHN
KPRC, Housten, Texas.

ALLGOOD, SAM
WGBR, Goldsboro, N. C.

ALLISON, PAUL
WLW-WSAI, Cincinnati, O.

ALTMAN, RICHARD
WKAT, Miami Beach, Fla.

ALVAREZ, J.
WHOM, Jersey City, N. J.

ALVIN, JOHN
WWJ, Detroit, Mich.

AMADON, ARTHUR
WBZ-WBZA, Boston, Springfield, Mass.

AMAULI, G.
WHOM, Jersey City, N. J.

AMES, DON
KXEL, Waterloo, Iowa.

AMOLE, GENE
KMYR, Denver, Colo.

ANDERSON, GOODWIN
KJBS, San Francisco, Calif.

ANDERSON, JAMES
KFAM, St. Cloud, Minn.

ANDERSON, JANE
KMMJ, Grand Island, Nebr.

ANDERSON, JANET
WRAK, Williamsport, Pa.

ANDERSON, JOHN
KSAN, San Francisco, Cal.

ANDERSON, ORVAL
WFAA, Dallas, Texas.

ANDERSON, PAUL
WORC, Worcester, Mass.

ANDERSON, PAUL
WCOP, Boston, Mass.

ANDERSON, S. J.
CFPR, Prince Rupert, B. C.

ANDRE, PIERRE
MBS-Blue. Captain Midnight.

ANDREAS, JOSEPH
WKBH, La Crosse, Wis.

ANDREWS, G. W.
CFLC, Prescott, Ont.

ANSBRO, GEORGE
Blue.

ANTHONY, CARL
WDEL, Wilmington, Del.

ANTHONY, CHARLES
WKAR, East Lansing, Mich.

ANTHONY, ROBERT F.
WFBC, Greenville, N. C.

ARLINGTON, CHARLES
KHJ, Los Angeles, Calif.

ARMSTRONG, FRANCES
KOL, Seattle, Wash.

ARMSTRONG, MARTIN
KVAK, Atchison, Kans.

ARMSTRONG, STAN
CJCA, Edmonton, Alberta.

ARNELL, PETER
WJLS, Beckley, W. Va.

ARNOLD, DON
WGNY, Newburgh, N. Y.

ARNOLD, WALTER
Blue-PC.

ARTHUR, BOB
KOAM, Pittsburg, Kans.

ARTHUR, DOUGLAS
WIBG, Philadelphia, Pa.

ARTHUR, JACK
WNBF, Binghamton, N. Y.

ASH, MERRILL
KWFT, Wichita Falls, Texas.

ASHBY, DICK
KFXM, San Bernardino, Calif.

ASHLEY, BILL
WCAO, Baltimore, Md.

ASPINWALL, Hugh
WLW, Cincinnati, O.

ATKINSON, BURNS
WSAV, Savannah, Ga.

ATCHISON, CHARLES
WDEF, Chattanooga, Tenn.

ATHERTON, BOB
WTAD, Quincy, Ill.

ATKENSON, PAUL
KPHO, Phoenix, Ariz.

AUBE' ALBERT
CKRN, Rouyn, Que., Can.

AURANDT, PAUL H.
WKZO, Kalamazoo-Grand Rapids, Mich.

AUSMAN, BURT
WCLO, Janesville, Wis.

AUSTIN, FLETCHER
WSOC, Charlotte, N. C.

AUSTIN, HENRY
WEST, Easton, Pa.

AUSTIN, JERRY
WPEN, Philadelphia, Pa.

AUSTIN, MEL
WPIC, Sharon, Pa.

AVERY, BOB
WTHT, Hartford, Conn.

AYDOLOTTE, RICHARD
WDEL, Wilmington, Pa.

— B —

BEAN, OSCAR
KLX, Oakland, Calif.

BABCOCK, FRANKLIN
KTRH, Housten, Tex.

BABCOCK, WILLIAM
WMMN, Fairmont, W. Va.

BACH, ALWYN
KYW, Philadelphia, Pa.

BACHMAN, DON
WHKC, Columbus, O.

BACK, GUNNAR
WJSV, Washington, D. C.

BACON, ROGER
WTOL, Toledo, O.

BAER, GRACE
KBKR, Baker, Ore.

BAILEY, BILL
WEBQ, Harrisburg, Ill.

BAILEY, BILL
KGBX-KWTO, Springfield, Mo.

BAILEY, JACK
KHJ, Los Angeles, Calif.

BAILEY, RICHARD
WMUR, Manchester, N. H.

BAILEY, R. H. Jr.
KVOL, Lafayette, La.

BAILLY, MAURICE
CBF, Montreal, Que., Can.

BAKER, ALAN
CBO, Ottawa, Ont. Can.

BAKER, C.
WLEU, Erie, Pa.

BAKER, EVANGELINE
KROY, Sacramento, Calif.

BAKER, RAY
WITH, Baltimore, Md.

BALDWIN, BILL
KGO, San Francisco, Calif.

BALDWIN, BILL
KRNT-KSO, Des Moines, Iowa.

BALFE, KIERAN
WISR, Butler, Pa.

BALL, EVERETT
WOV, New York, N. Y.

BALL, MALCOLM
KVOD, Denver, Colo.

BALL, NOEL
WJAG, Norfolk, Nebr.

BALLOU, CHARLES
WDBJ, Roanoke, Va.

BALTIN, C.
WHOM, Jersey City, N. J.

BAMBRICK, GORDON
KGW-KEX, Portland, Ore.

BANGHART, KENNETH
WRC, Washington, D. C.

BANKS, DAVE
WWL, New Orleans, La.

BARBER, GEORGE
WDEF, Chattanooga, Tenn.

BARCLAY, GEORGE
KWKW, Pasadena, Calif.

BARCROFT, WENDELL
KGGM, Albuquerque, N. M.

BARENTS, BARRY
WTAG, Worcester, Mass.

BARKAS, HAROLD
WKAT, Miami Beach, Fla.

BARNES, FRED
WCOS, Columbia, S. C.

BARNES, PAT
NBC, New York, N. Y.

BARNES, WADE
WCAU, Philadelphia, Pa.

BARR, FRED
WWRL, Woodside, N. Y.

BARRETT, LOUIS
KTAR, Phoenix, Ariz.

BARRETT, TONY
WRBL, Columbus, Ga.

BARRINGTON, ROBERT
KJBS, San Francisco, Calif.

BARROW, FRANK
WWDC, Washington, D. C.

BARRY, BARBARA
WCED, Du Bois, Pa.

BARRY, JACK
WHEC Rochester, N. Y.

BARRY, NICK
WFBM, Indianapolis, Ind.

BARRY, NORMAN
NBC-WMAQ, Chicago, Ill.

BARTELL, HARRY
KWKW, Pasadena, Calif.

BARTH, BERNARD C.
WFIL, Philadelphia, Pa.

BARTHE, MARCELLE
CBF, Montreal, Que., Can.

BARTLETT, GERALD
WSPR, Springfield, Mass.

BARTLETT, PAUL R.
KFRE, Fresno, Calif.

BARTLEY, JAMES
WBLK, Clarksburg, W. Va.

BARTMANN, WARNER
CKOC, Hamilton, Ont., Can.

BARTON, HAL
KLUF, Galveston, Tex.

LT. AL HELFER
U.S.N.R.

Formerly
M. C. SPOTLIGHT BANDS
MUTUAL

•

CO-ANNOUNCER BROOKLYN DODGERS BASEBALL GAMES

•

SPORTSCASTER-ANNOUNCER

•

Planning to return to radio at end of war

BARTON, HAL
WTAR, Norfolk, Va.

BASHARA, LESTER
WHBF, Rock Island, Ill.

BASTIC, TOM
KBND, Bend, Ore.

BATCHELDER, JOHN
WFBL, Syracuse, N. Y.

BATES, KARL
WKBN, Youngstown, O.

BATES, ROSS
KXRO, Aberdeen, Wash.

BATEY, DICK
CJVI, Victoria, B. C.

BATEY, HUBERT
WSB, Atlanta, Ga.

BATTERS, CHARLES
WFBL, Syracuse, N. Y.

BATTERSEA, WES
KLZ, Denver, Colo.

BAUGHMAN, ELMER
WFAA, Dallas, Tex.

BAULU, ROGER
CBF-CBM, Montreal, Que.

BAUMANN, JAY
WJAG, Norfolk, Nebr.

BAXTER, CHARLES
WTOL, Toledo, O.

BAXTER, LIONEL
WAPI, Birmingham, Ala.

BAXTER, RICHARD
WTAM, Cleveland, O.

BAXTER, THOMAS
KPPC, Pasadena, Calif.

BAYEUR, ROLAND
CHLT, Sherbrooke, Que., Can.

BAYLY, TRAVERS
KDAL, Duluth, Minn.

BAYNE, EARL
KEVE, Everett, Wash.

BEACHBOARD, KENNETH
WISE, Ashville, N. C.

BEALE, LOUIS
KFGO, Lubbock, Texas.

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KUJ, Walla Walla, Wash.

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WRBL, Columbus, Ga.

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KGNC, Amarillo, Texas.

BECKER, SAM
WTAD, Quincy, Ill.

BECKER, SANFORD G.
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WAOV, Vincennes, Ind.

BELANGER, LOUIS
CKAC, Montreal, Que., Can.

BELAUJER, ROLAND
CBV, Quebec, Que., Can.

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WCKY, Cincinnati, O.

BELDING, LEE
KXOX, Sweetwater, Texas.

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WSAY, Rochester, N. Y.

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BURWELL, TED
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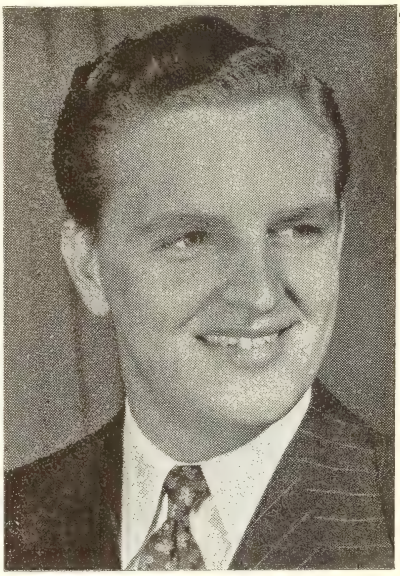

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COOK, JOE
KDAL, Duluth, Minn.

COOK, LYNN
WKBH, La Crosse, Wis.

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KTHS, Hot Springs, Ark.

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JONES, STANLEY
CFCF, Montreal, Que.

JONES, TODD
WARM, Scranton, Pa.

JORDAN, MURRAY
WLIB, Brooklyn, N. Y.

JOSEF, KENT
WOWO-WGL, Fort Wayne, Ind.

JOY, DICK

CBS. Nelson Eddy Show, Those We Love.

JOYNER, FRED
WHKC, Columbus, Ohio.

JUAREZ, SANTIAGO L.
KFXM, San Bernardino, Calif.

JUNG, DOROTHY
KTLD, El Dorado, Ark.

JUNKER, CARL
WROL, Knoxville, Tenn.

JUREY, JACK
WKBN, Youngstown, Ohio.

— K —

KABER, RUSSEL V.
KABR, Aberdeen, S. D.

KALER, RAN
WFAS, White Plains, N. Y.

KALNES, RUTH
KWLC, Decorah, Ia.

KALVIANO, WILLIAM
WMUR, Manchester, N. H.

KAMPE, MEL
WIL, St. Louis, Mo.

KARANT, MARTIN
WKPT, Kingsport, Tenn.

KARASICK, MARIAN
WHEC, Rochester, N. Y.

KARL, MAX
WCCO, Minneapolis-St. Paul, Minn.

KARLSTROM, MARIE
WOC, Davenport, Ia.

KARNSTEDT, CAL
KSTP, St. Paul-Minneapolis, Minn.

KASTNER, EARL
WDNC, Durham, N. C.

KAUFMAN, RITA
WIS, Columbia, S C.

KAUFMAN, ROBERT L.
WISR, Butler, Pa.

KAY, RAYMOND
WIP, Philadelphia, Pa.

KEANE, EDWIN
WCHS, Portland, Me.

KEATING, LARRY
NBC, Bob Hope Show, A Date With Judy.

KEEFE, HOWARD
WSPR, Springfield, Mass.

KEISER, TUCKER
WCHV, Charlottesville, Va.

KEITH, FICQUETTE
WDAK, West Point, Ga.

KEITH, JERRY
WSLI, Jackson, Miss.

KELEHAN, JAMES
KSO-KRNT, Des Moines, Ia.

KELLEHER, PHIL
WQAM, Miami, Fla.

KELLER, ERNEST
WBIR, Knoxville, Tenn.

KELLEY, BOYD
KRLH, Midland, Texas.

KELLEY, LORRAINE
KRIC, Beaumont, Texas..

KELM, WARNER
KFAM, St. Cloud, Minn.

KELLNER, SALLIE
WJPR, Greenville, Miss.

KELLY, JACK
KMA, Shenandoah, Ia.

KELLY, LEON
WRAK, Williamsport, Pa.

KELLY, PAUL
WFLA, Tampa, Fla.

KELLY, ROBERT
WMAM, Marinette, Wisc.

KELSEY, J.
WHOM, Jersey City, N. J.

KEMP, EDWARD
WHLS, Port Huron, Mich.

KENAGY, CARL
WOWO-WGL, Fort Wayne, Ind.

KENAN, DAN
KHBG, Okmulgee, Okla.

KENDALL, BRUCE
KHAS, Hastings, Nebr.

KENNEDY, KEN
KTMS, Santa Barbara, Calif.

KENNEDY, RICHARD
WPAY, Portsmouth, Ohio.

KENNEDY, S. R.
CBS, Sackville, N. B.

KENNEY, STUART
CHML, Hamilton, Ont.

KENNY, FRED
WAGA, Atlanta, Ga.

KENT, CARL
WAKR, Akron, Ohio.

KENT, FRANK
WPEN, Philadelphia, Pa.

KENT, JIM
CKCK, Regina, Sask.

KENT, LEW
WMAZ, Macon, Ga.

KENURICK, LARRY
WDWS, Champaign, Ill.

KENYON, CHRIS
WMPS, Memphis, Tenn.

KERGAN, GEORGE
CJRM, Regina, Sask.

KERNS, HERB
KTUL, Tulsa, Okla.

KERNS, ROY
WKY, Oklahoma City, Okla.

KERRIGAN, JACK
WHO, Des Moines, Ia.

KERSHAW, FRED
WKNY, Kingston, N. Y.

KESSEN, BILL
WDRUF,Gainesville, Fla.

KESTEN, BOB
CKWS, Kingston, Ont.

KIBBY, GORDON
WLAV, Grand Rapids, Mich.

KIDDER, PRESTON
WHBC, Canton, Ohio.

KIENZLE, GEORGE
WILM, Wilmington, Dela.

KIERAN, FRANCES
WHBQ, Memphis, Tenn.

KIETHLY, HAMPTON
KPRC, Houston, Texas.

KIMSEY, MARGARET
KODL, The Dalles, Ore.

KING, DON
WDAY, Fargo, N. D.

KING, JAMES
WPIC, Sharon, Pa.

KING, JAN
KONO, San Antonio, Texas.

KING, JIM
WPAR, Parkersburg, W. Va.

KING, MEL
KGCX, Wolf Point, Mont.

KING, NELSON
WKRC, Cincinnati, Ohio.

KING, PETER
WHDH, Boston, Mass.

KING, VERNON
WTMV, East St. Louis, Ill.

KING, WILLARD
CHSJ, Saint John, N. B.

KIRBY, H. D.
CFLC, Prescott, Ont.

KIRBY, LEE
WBT, Charlotte, N. C.

KISTER, GEORGE
KMMJ, Grand Island, Nebr.

KISTLER, GLEASON
WKBB, Dubuque, Ia.

KITTELL, CLYDE
NBC-WEAF, New York, N. Y.

KLAR, BOB
WCED, Du Bois, Pa.

KLIMENT, BOB
WEBR, Buffalo, N. Y.

KLINE, BOB
KHAS, Hastings, Nebr.

KLINE, DON
KOL, Seattle, Wash.

KLINE, FRED
WDWS, Champaign, Ill.

KLINE, WAYLAND
WCOP, Boston, Mass.

KLOXEN, ARNOLD
KGFW, Kearney, Nebr.

KLUGE, MYRON E.
KFSG, Los Angeles, Calif.

KNAPP, BOB
WCHV, Charlottesville, Va.

KNICHT, LORING
KFYR, Bismarck, N. D.

KNIGHT, FRANN
WOR, New York, N. Y.

KNIGHT, KIRK
WEXL, Royal Oak, Mich.

KNOWLTON, WILBUR
WATN, Watertown, N. Y.

KNUTSON, MILO
KROC, Rochester, Minn.

KOACHMAN, ANDY
WADC, Akron, Ohio.

KOBLUK, JOE
CJAT, Trail, B. C.

KOEHLER, NEYSA
KTSW, Emporia, Kans.

KOLB, HAROLD
WSAY, Rochester, N. Y.

KOSUT, HAL
WPAT, Paterson, N. J.

KOZAK, RAYMOND
KMMJ, Grand Island, Nebr.

KRAEFT, NORMAN
WMBD, Peoria, Ill.

KRAMER, BEN
WDEF, Chattanooga, Tenn.

KRAMER, CARL
KFPY, Spokane, Wash.

KREAGER, BOB
WBOW, Terre Haute, Ind.

KRELL, LARRY
KOIL, Omaha, Nebr.

KRIEGEL, GILBERT
WHBC, Canton, Ohio.

KUEHN, LORRAINE
WOSH, Oshkosh, Wisc.

KUETTEL, RALPH
KMJ, Fresno, Calif.

KUHLMEY, E. S.
WDSM, Superior, Wisc.

KUHN, GASPER
NBC.

KULT, ERVIN
WIGM, Medford, Wisc.

KUSHINS, ED
KROW, Oakland, Calif.

KYLE, JACK
CJVI, Victoria, B. C.

KYLER, JIM
WCLO, Janesville, Wisc.

— L —

LACEY, BOB
WSAI-WLW, Cincinnati, Ohio.

LACKEY, F. E.
WHOP, Hopkinsville, Ky.

LACY, JACK
WNBC, Hartford, Conn.

LAFFEY, FRED P.
WLAW, Lawrence, Mass.

LA FORCE, CHARLES
WEMP, Milwaukee, Wisc.

LaFRANO, ANTHONY
KHJ, Los Angeles, Calif.

LAGERSTROM, CLARKE
KPPC, Pasadena, Calif.

LALONDE, JEAN
CKAC, Montreal, Que.

LAMB, ROBERT
WDSU, New Orleans, La.

LAMBETH, RALPH M.
WGBG, Greensboro, N. C.

LAMBERT, KEN
WLDS, Jacksonville, Ill.

LAMBIN, GEORGES
CBF, Montreal, Que.

LA MERE, ROY
WIGM, Medford, Wisc.

LAMPEL, HAROLD
KTAR, Phoenix, Ariz.

LANDEN, GUS
KFIO, Spokane, Wash.

LANE, CHARLES
CKLW, Windsor, Ont.

LANE, TOM
KVOR, Colorado Springs, Colo.

LANG, BILL
WHN, New York, N. Y.

LANG, DAVE
WHLS, Port Huron, Mich.

LANGBELL, DON
CFRN, Edmonton, Alberta.

LANGLOIS, JOHN
CJFX, Antigonish, N. S.

LANGSTON, HERB
KFFA, Helena, Ark.

LANIER, SIDNEY
WRUF, Gainesville, Fla.

LA POINTE, ARMAND
WMUR, Manchester, N. H.

LARGE, R. F.
CFCY, Charlottetown, P. E. I.

LARGE, MRS. R. F.
CFCY, Charlottetown, P. E. I.

LARSON, DONALD
WATN, Watertown, N. Y.

LaRUE, HUGH BEN
WNAD, Norman, Ola.

LA SONDE, JEAN PAUL
CHLT, Sherbrooke, Que.

LATHAM, JOHN J.
KFI-KECA, Los Angeles, Calif.

LATHAM STANLEY
CFOS, Owne Sound, Ont.

LATHROP, BRUCE
KSAN, San Francisco, Calif.

LAURENCE, TED
WOV, New York, N. Y.

LAVIGNE, DICK
WHYN, Holyoke, Mass.

LAWFORD, VIN
KSAN, San Francisco, Calif.

LAWHON, J. E.
WPTF, Raleigh, N. C.

LAWLOR, J. J.
CHAB, Moose Jaw, Sask.

LAWRENCE, DAN
KSO-KRNT, Des Moines, Ia.

LAWRENCE, ELSIE
KFGQ, Boone, Ia.

LAWRENCE, GEORGE
CJRM, Regina, Sask.

LAWRENCE, HAL
CKLW, Windsor, Ont.

LAWRENCE, JACK
WTHT, Hartford, Conn.

LAWRENCE, JERRY
WOR, New York, N. Y. Moonlight Saving Time, Mutual Matinee, Wax Museum, Battle of the Boroughs, Red Barber Show.

LAWRENCE, JAMES
KOVO, Provo, Utah.

LAWRENCE, MORT

WHN, New York, N. Y. Kitchen Kapers, Gloom Dodgers.

LAWTON, JUDITH
WDSU, New Orleans, La.

LAYS, ROBERT
WMJM, Cordele, Ga.

LAYTON, CHARLES
WLW-WSAI, Cincinnati, Ohio.

LAX, ROBERT
WHDL, Olean, N. Y.

LEA, JACK
KTOK, Oklahoma City, Okla.

LEACH, EDWARD
WRRF, Washington, N. C.

LEADER, JOSEPH
WBYN, Brooklyn, N. Y.

LEAMANN, JAMES
WMCA, New York, N. Y.

LEARY, FRANKLIN
WFPG, Atlantic City, N. J.

LEARY, JERRY
KMMJ, Grand Island, Nebr.

LeBRUN, HARRY
WHEC, Rochester, N. Y.

LEE, FRANK
WJPA, Washington, Pa.

LEE, GARY
WKBN, Youngstown, Ohio.

LEE, HARRY W.
WFMD, Wilmington, N. C.

LEE, MARJORIE
KWG, Stockton, Calif.

LEE, MARY
KGFF, Shawnee, Okla.

LEEDS, DAVID
WAAT, Jersey City, N. J.

LEIGHTON, BEN
KSTP, St. Paul-Minneapolis, Minn.

LEIMERT, WALTER
KMTR, Los Angeles, Calif.

LEISURE, CLARENCE
KQW, San Jose, Calif.

LELAND, STUART
WSRR, Stamford, Conn.

LEMON, FREDA
WSON, Henderson, Ky.

LEMOND, LYNTON
WHOP, Hopkinsville, Ky.

LENE, WILLARD
KFJZ, Fort Worth, Texas.

LENGS, RUSSELL
WJW, Akron, Ohio.

LENZ, TED
KSAN, San Francisco, Calif.

LEO, FRED
WMBD, Peoria, Ill.

LEOPIZZI, ARCANGELO
WPEN, Philadelphia, Pa.

LERCH, JOHN
WCOL, Columbus, Ohio.

LeROY, HARRY
KOXX, San Jose, Calif.

LESLIE, CHARLES
WLW, Cincinnati, Ohio.

LESLIE, JOHN
WOW, Omaha, Nebr.

LESTER, FRANK C.
KOWH, Omaha, Nebr.

LETSON, ED
KDYL, Salt Lake City, Utah.

LEVELLE, MORGAN
KPHO, Phoenix, Ariz.

LEVERS, ERYL
WRJN, Racine, Wisc.

LEVERTON, O. M.
WLBL, Stevens Point, Wisc.

LEVESCUE, RENE
CBV, Quebec, Que.

LEVIN, ERVIN
WDWS, Champaign, Ill.

LEWIS, DON
WWL, New Orleans, La.

LEWIS, GORDON
HAI, Greenfield, Mass.

LEWIS, HOWARD
WHJB, Greensburg, Pa.

LEWIS, JOHN
WCAO, Baltimore, Md.

LEWIS, WALTER
WTNJ, Trenton, N. J.

LEY, M.
WHOM, Jersey City, N. J.

LIBBY, JOHN C.
WCOU, Lewiston, Me.

LINDBLAD, ELLIOTT N.
WRLC, Toccoa, Ga.

LINDER, MORTON
WSBT, South Bend, Ind.

LINDSAY, ARTHUR W.
KIRO, Seattle, Wash.

LINDSAY, WILSON
WDEL, Wilmington, Dela.

LINFOOT, VICTOR
CKLW, Windsor, Ont.

LINGO, TED
WSTV, Steubenville, Ohio.

LINN, GARY
KYW, Philadelphia, Pa.

LINTHICUM, WALTER
WBAL, Baltimore, Md.

LIPKER, CHARLES H.
WFIN, Findlay, Ohio.

LISSER, ALAN
KGMB, Honolulu, T. H.

LITTLE, ED
WHLD, Niagara Falls, N. Y.

LIVEZEY, THOMAS
WIP, Philadelphia, Pa.; WCAU; Philadelphia, Pa.

LIVINGSTON, GILBERT
WAVE, Louisville, Ky.

LOCHENMEIER, RUDY
KXL, Portland, Ore.

LOCKWOOD, K.
KBKR, Baker, Ore.

LODTER, EDWARD
WJHL, Johnson City, Tenn.

LOFFLER, GENE
KSO-KRNT, Des Moines, Ia.

LONG, DEANE S.
WAKR, Akron, Ohio.

LONG, HARRY
KVI, Tacoma, Wash.

LONG, JOE, JR.
WROL, Knoxville, Tenn.

LONG, RUSSELL
WCSC, Charleston, S. C.

LORIG, MARVIN
WGPC, Albany, Ga.

LOWE, JACK
WAIR, Winston Salem, N. C.

LOWE, DONALD
Blue.

LOWELL, J. RUSSELL
WTNJ, Trenton, N. J.

LOWERY, BILL
KTHS, Hot Springs, Ark.

LOWREY, MEADOW
KRLD, Dallas, Texas.

LUCAS, BEN
WRDW, Augusta, Ga.

LUCAS, FRANK
WCAX, Burlington, Vt.

LUCAS, JACK
WELI, New Haven, Conn.

LUCAS, PETER
WOOD-WASH, Grand Rapids, Mich.

LUDWIG, LYLE
WFMB, Indianapolis, Ind.

LUGO, OLGA
WIAC, San Juan, P. R.

LUDLAM, KENNEDY
WRC, Washington, D. C.

LUKINS, HARRY
WAVE, Louisville, Ky.

LUKINS, KENNETH
KRLC, Lewiston, Ida.

LUNCEFORD, LOYISE
WBLK, Clarksburg, W. Va.

LUND, JACK
KFXJ, Grand Junction, Colo.

LUNDER, CHARLES
KXO, El Centro, Calif.

LUNN, GEORGE
CJAT, Trail, B. C.

LUPIS, G.
WHOM, Jersey City, N. J.

LUSK, BERNARD
KROC, Rochester, Minn.

LYBARGER, JAMES
WCHS, Charleston, W. Va.

LYMAN, STUART
WCAT, Rapid City, S. D.

LYNCH, CHARLES
WBRY, Waterbury, Conn.

LYNDE, PAUL
KFXM, San Bernardino, Calif.

LYNN, ETHEL
WSTV, Steubenville, Ohio.

LYNN, FRANK
WKBZ, Muskegon, Mich.

LYON, CHARLES
WMAQ, Chicago, Ill.

LYON, DONALD W.
WSYR, Syracuse, N. Y.

LYONS, JOHN
WSAR, Fall River, Mass.

LYTLE, HARRY
WMAN, Mansfield, Ohio.

— M —

MABRY, JOE
WHUB, Cookeville, Tenn.

MacCAUL, CARL
CHNS, Halifax, N. S.

MacDONALD, BRUDE
WIND, Gary, Ind.

MacDONALD, E. F.
CJFX, Antigonish, N. S.

MacDONOUGH, H. T.
KELD, El Dorado, Ark.

MacEWEN, JOHN
CFCY, Charlottetown, P. E. I.

MACK, FLOYD
NBC-MBS.

MACK, WAYNE
WGAR, Cleveland, Ohio.

MacKALL, ROBERT
WFMJ, Youngstown, Ohio.

MacKNIGHT, JOHN
WDGY, Minneapolis-St. Paul, Minn.

MacLELLAN, TERRY
CJFX, Antigonish, N. S.

MacLEOD, E. F.
WGGA, Gainesville, Ga.

MacLEOD, ROBERT
KFYR, Bismarck, N. D.

MacNAMEE, DOUGLAS
WCCO, Minneapolis-St. Paul, Minn.

MacRAE, ROSS
CKCK, Regina, Sask.

MAEL, MERRILL
KOL, Seattle, Wash.

MALLOW, JOHN L.
KIRO, Seattle, Wash.

MALLOY, LES
KSAN, San Francisco, Calif.

MALONE, ROY
CKCK, Regina, Sask.

MALOTTE, CHARLES
KCRC, Enid, Okla.

MALOUIN, ROY
CKAC, Montreal, Que.

MALUISH, PEGGY
CKCA, Kenora, Ont.

MANCHESTER, COLONEL
WMBH, Joplin, Mo.

MANDERSON, STEVE
WGAC, Augusta, Ga.

MANLEY, BONNER
WAIM, Anderson, S. C.

MANN, ALAN
KFXM, San Bernardino, Calif.

MANN, H. S., JR.
WRJN, Racie, Wisc.

MANNS, WILLIAM
WIP, Philadelphia, Pa.

MANNING, DAVID
KFVD, Los Angeles, Calif.

MANNING, RAY
WIL, St. Louis, Mo.

MANNING, TOM
WTAM, Cleveland, Ohio.

MANSUY, FRANK
WGBI, Scranton, Pa.

MANZARI, FRANK
KGVO, Missoula, Mont.

MAPLES, GRADY
KICA, Clovis, N. M.

MARCH, RICHARD
WICA, Ashtabula, Ohio.

MARINEAU, MARCEL
CHLP, Montreal, Que.

MARION, JIM
WEAF, New York, N. Y.

MARKLE, BUD
WGBI, Scranton, Pa.

MARKS, GARNETT
WKRC, Cincinnati, Ohio.

MARLER, HAROLD H.
WRLC, Toccoa, Ga

MARLOWE, HELEN
WCSC, Charleston, S. C.

MARLOWE, WILLIAM
WKBN, Youngstown, Ohio.

MARSH, JOHN
WCOU, Lewiston, Me.

MARSH, LOUIS T.
WMRN, Marion, Ohio.

MARSH, WALLACE
KARN, Fresno, Calif.

MARSHALL, NORMAN
CHML, Hamilton, Ont.

MARSHALL, BOB
WDBO, Orlando, Fla.

MARSHALL, GENE
WBML, Macon, Ga.

MARSHALL, JOHN
CKCR, Kitchener-Waterloo, Ont.

MARTA, JOHN
WATW, Ashland, Wisc.

MARTELL, W. C.
KSAN, San Francisco, Calif.

MARTIN, A. ROBERT, JR.
WTAG, Worcester, Mass.

MARTIN, GEORGE
KHJ, Los Angeles, Calif.

MARTIN, JACK
WKBH, La Crosse, Wisc.

MARTIN, JIMMY
WSAZ, Huntington, W. Va.

MARTIN, LARRY
CFCF, Montreal, Que.

MARTIN, LEWIS D.
WDSM, Superior, Wisc.

MARTIN, LOUIS
KOAM, Pittsburgh, Kans.

MARTIN, MARGARET
WRUF, Gainesville, Fla.

MARTYN, GILBERT
Blue. Church In the Wildwood.

MARVIN, TONY
CBS. Cecil Brown and the News, School of the Air of the Americas, News of the World, Mother and Dad.

MARK, CARL
WCLE-WHK, Cleveland, Ohio.

MASSENGILL, LUTHER
WDEF, Chattanooga, Tenn.

MASON, DON
WHLB, Virginia, Minn.

MASON, LIN
WKRC, Cincinnati, Ohio.

MATHERS, DONALD
WTRY, Troy, N. Y.

MATHIS, CHARLES
KCMC, Texarkana, Texas-Ark.

MATTISON, CARL
WABY, Albany, N. Y.

MATTOX, FRANK
WASK, Lafayette, Ind.

MAULDIN, VIRGINIA
WAIM, Anderson, S. C.

MAWSON, DICK
WBAX, Wilkes-Barre, Pa.

MAXSON, JOHN
KWJJ, Portland, Ore.

MAXWELL, JAMES
CKNX, Wingham, Ont.

MAXWELL, PRESTON
KWEW, Hobbs, N. M.

MAYHEW, CARLENE
KASA, Elk City, Okla.

MAYNARD, JACK
KGKL, San Angelo, Texas.

MAYS, CARL
WKPT, Kingsport, Tenn.

McADAMS, LON
KMJ, Fresno, Calif.

McALLISTER, DON
WLAK, Lakeland, Fla.

McARDLE, RODNEY
KXA, Seattle, Wash.

McBRIDE, LESTER
KGLU, Safford, Ariz.

McCANCE, LARRY
CJOR, Vancouver, B. C.

McCAMPBELL, DALE
KVOR, Colorado Springs, Colo.

McCARTHY, CHARLES F.
WHN, New York, N. Y.

McCARTHY, JACK
Blue. Chamber Music Society of Lower Basin Street.

McCARTHY, JIMMY
WBRE, Wilkes-Barre, Pa.

McCARTHY, JOHN
Blue.

McCARTY, BURL
WTSP, St. Petersburg, Fla.

McCASLIN, PAUL
KCMC, Texarkana, Ark.-Texas.

McCLAIN, DENNY
WTJS, Jackson, Tenn.

McCLANAHAN, STEEL
KGBS, Harlingen, Texas.

McCLAREN, JACK
KTMS, Santa Barbara, Calif.

McCLINTOCK, HENRY
KIUL, Garden City, Kans.

McCLOWRY, THOMAS
WJW, Akron, Ohio.

McCOLLOUGH, DAN
WOR, New York, N. Y.

McCORMACK, MALCOLM
WBZ - WBZA, Boston - Springfield, Mass.

McCORMICK, LOU
KBKR, Baker, Ore.

McCORMICK, NED
CHSJ, Saint John, N. B.

McCREEDY, MARION
WKAT, Miami Beach, Fla.

McCREERY, BOB
KSAL, Salina, Kans.

McCRORY, BILL
KSO-KRNT, Des Moines, Ia.

McDANIEL, CARL
KLUF, Galveston, Texas.

McDONALD, JAMES
WATN, Watertown, N. Y.

McDONALD, L. A.
CFCY, Charlottetown, P. E. I.

McDONNELL, CRAIG
NBC. The O'Neills.

McELVEEN, MOODY
WCOS, Columbia, S. C.

McEWAN, BOB
WALA, Mobile, Ala.

McGAUGHEY, BOB
KPRO, Riverside, Calif.

McGILL, DONALD
CFCO, Chatham, Ont.

McGIVERN, FRANK
WCFL, Chicago, Ill.

McGOFFIN, W. M.
KXRO, Aberdeen, Wash.

McGOWAN, THOMAS
KJBS, San Francisco, Calif.

McGRATH, JIM
WINX, Washington, D. C.

McHARDIE, BILL
KTMS, Santa Barbara, Calif.

McHAW, BILL
WCBI, Columbus, Miss.

McHUGH, JANE
WSTV, Steubenville, Ohio.

McININCH, NELSON
KFI-KECA, Los Angeles, Calif.

McINTIRE, CHARLES
WMBH, Joplin, Mo.

McINTYRE, NEIL
KJBS, San Francisco, Calif.

McKAY, RAY
WATL, Atlanta, Ga.

McKEAN, EDDIE
WOW, Omaha, Nebr.

McKEE, BURT
WAPI, Birmingham,, Ala.

McKELLAR, DOUGLAS
KQW, San Jose, Calif.

McKENNA, BOB
WACE-WWSW, Pittsburgh, Pa.

McKEY, WIBBY
WBML, Macon, Ga.

McKINNEY, CARL
WGTC, Greenville, N. C.

McKINNON, GAYLORD
KLPM, Minot, N. D.

McKNIGHT, JOHN
WGAR, Cleveland, Ohio

McKNIGHT, WES
CFRB, Toronto, Ont.

McKOOL, RUDOLPH
WCAE, Pittsburgh, Pa.

McLAIN, WALLY
KNX, Los Angeles, Calif.

McLAREN, JACK
CKCA,, Kenora, Ont.

McLAUGHLIN, FRANCIS
WGBI, Scranton, Pa.

McLAWHORN, CHARLES
WMRC, Greenville, S. C.

McLAY, HARRY
CKWS, Kingston, Ont.

McLEAN, DR. FRANK
WHMA, Anniston, Ala.

McLENDON, NORWOOD
KTEM, Temple, Texas

McLEOD, DUKE
CJKL, Kirkland Lake, Ont.

McMURRY, EMMET
WHBQ, Memphis, Tenn.

McNAMARA, JIM
WMOB, Mobile, Ala.

McNEELEY, BETH
WSUN, St. Petersburg, Fla.

McQUAY, JOE
WAJR, Morgantown, W. Va.

McQUIGG, O. J.
KWOC, Poplar Bluff, Mo.

McQUILLAN, JACK
CKTB, St. Catharines, Ont.

MEADE, DWIGHT
WBZ-WBZA, Boston - Springfield, Mass.

MEADE, MERRILL
KXL, Portland, Ore.

MEEKS, DON
WLBC, Muncie, Ind.

MEISCHKE, RICHARD
WAOV, Vincennes, Ind.

MELVIN, DON
WBNS, Columbus, Ohio

MENARD, GEORGE
WLS, Chicago, Ill.

MENEFEE, BOB
WJSV, Washington, D. C.

MENTZER, EARL
WJEJ, Hagerstown, Md.

MERKER, CLARENCE
KVEC, San Luis Obispo, Calif.

MERNA, JOHN
WIBX, Utica, N. Y.

MERRITT, EDWARD
WHDH, Boston, Mass.

MERRYMAN, ROBERT V.
WISH, Indianaopolis, Ind

METZ, MILTON
WCOL, Columbus, Ohio

MEUSE, JACK
KEVE, Everett, Wash.

MEYER, ROSEMARY C.
KPOW, Powell, Wyo.

MEYERS, FLORENCE
WHAM, Marinette, Wisc.

MEYERS, GENE
KNET, Palestine, Texas

MEYERS, WENDELL S.
KFIZ, Fond du Lac, Wisc.

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KFI-KECA, Los Angeles, Calif.

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KHSL, Chico, Calif.

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CKWS, Kingston, Ont.

MILLER, BOB
WRR, Dallas, Texas

MILLER, CALVIN
WISR, Butler, Pa.

MILLER, DAVE
WAAT, Jersey City, N. J.

MILLER, GABE
WFCI, Pawtucket, R. I.

MILLER, HUGH
KFAR, Fairbanks, Alaska

MILLER, OTTO
KSLM, Salem, Ore.

MILLER, PAUL
WKOK, Sunbury, Pa.

MILLER, RUSSELL
KTOK, Oklahoma, City, Okla.

MILLER, STANLEY
KORE, Eugene, Ore.

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MILES, JAMES
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MILNER, GENE
KFVD, Los Angeles, Calif.

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MINEHART, BILL
KORE, Eugene, Ore.

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WICA, Ashtabula, Ohio

MINIUM, JAMES
WMAN, Mansfield, Ohio.

MINOR, VERNON
KWBW, Hutchinson, Kans.

MIRABELL, ELINOR
WICA, Ashtabula, Ohio.

MITCHELL, CAMERON
WSSR, Stamford, Conn.

MITCHELL, HARRY
KNX, Los Angeles, Calif.

MOBLETY, ERNEST
WAPO, Chattanooga, Tenn.

MOCK, ROSIE
WJPR, Greenville, Miss.

MODERSKI, STANLEY
WPEN, Philadelphia, Pa.

MODLIN, MIKE
WLBC, Muncie, Ind.

MOFFAT, RALPH
WDGY, Minneapolis-St. Paul, Minn.

MOFFETT, CHARLES
WFVA, Fredericksburg, Va.

MOLL, ALLAN
KDYL, Salt Lake City, Utah

MOLL, SAM
KUTA, Salt Lake City, Utah

MOLLISON, R. GRANT
CHGS, Summerside, P. E. I.

MOLLOY, PHILIP
WKAR, East Lansing, Mich.

MONAT, BILL
WHLB, Virginia, Minn.

MONK, DOUGLAS.
CBM, Montreal, Que.

MONROE, JAMES
KCMO, Kansas City, Mo.

MONROE, MARCE
CJOR, Vancouver, B. C.

MONROE, WILSON
KRLH, Midland, Texas

MONTE, JEAN
CHNC, New Carlisle, Pa.

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WNAD, Norman, Okla.

MOORE, LAURENS
WGAC, Augusta, Ga.

MOORE, LINDLE
WEBQ, Harrisburg, Ill.

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WFTC, Kinston, N. C.

MORELAND, HARRY
WDOD, Chattanooga, Tenn.

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MORGAN, DALE
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WRNL, Richmond, Va.

MORGAN, VIRGIL
CFCO, Chatham, Ont.

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WOI, Ames, Ia.

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WFPG, Atlantic City, N. J.

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WKY, Oklahoma City, Okla.

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WWJ, Detroit, Mich.

MORRIS, DUDLEY
KOAM, Pitssburgh, Kans.

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KTUL, Tulsa, Okla.

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KOAC, Corvallis, Ore.

MORRIS, ROBERT
WJLS, Beckley, W. Va.

MORRRISON, GARY
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WIBC, Indnanapolis, Ind.

MORSE, ANTHONY
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WTMA, Charleston, S. C.

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WCAU, Philadelphia, Pa.

MULL, ANNA, JANE
WCRED, Du Bois, Pa.

MULLENAX, ALVIN
WSVA, Harrisburg, Va.

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WLAG, La Grange, Ga.

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WHAT, Philadelphia, Pa.

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KFXM, San Bernardino, Calif.

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MURPHY, DAVID
WGY, Schenectady, N. Y.

MURPHY, ED
WROK, Rockford, Ill.

MURPHY, JACK
KFRC, San Francisco, Calif.

MURPHY, JOHN
WHIO, Dayton, Ohio

MURPHY, M. E.
WDBO, Orlando, Fla.

MURPHY, ROBERT
KSTP, St. Paul-Minneapolis, Minn.

MURRAY, ERNEST
WKBZ, Muskegon, Mich.

MURRAY THOMAS
WHAM, Rochester, N. Y.

MYNEDER, CHARLES
WTOL, Toledo, Ohio

— N —

NABLE, MARION
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NASH, BARNES
WWVA, Wheeling, W. Va.

NASH, REG
WWSR, St. Albans, Vt.

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WDRC, Hartford, Conn.

NEAL, HAROLD
WKAR, East Lansing, Mich.

NEAL, LEE
WIND, Gary, Ind.

NEAL, LEE
WPAR, Parkersburg, W. Va.

NEAL, ROY
WIBG, Philadelphia, Pa.

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KRMB, Bozeman, Mont.

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WINS, New York, N. Y.

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WGBR, Goldsboro, N. C.

NELSON, BOB
WOSH, Oshkosh, Wisc.

NELSON, HOWARD
WDAY, Fargo, N. D.

NELSON, JOUCE
CKNB, Campbellton, N. B.

NELSON, MEL
WLB, Minneapolis, Minn.

NELSON, RAY
WEAF, New York, N. Y.

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KHSL, Chico, Calif.

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Blue, Notes on News

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NORMAN CHUCK
KBIZ, Ottumwa, Ia.

NORMAN, HAL
WPAR, Parkersburg, W. Va.

NORMANDIN, MICHEL
CHLP, Montreal, Que.

NORRIS, THERESA
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WOV, New York, N. Y.

NUNN, VERNON
WHLN, Harlan, Ky.

NUSBAUM, MORT
WSAY, Rochester, N. Y.

— O —

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WLOG, Logan, W. Va.

O'BRIEN, DON
WSTV, Steubenville, Ohio

O'BRIEN, JAMES
WMRO, Aurora, Ill.

O'BRIEN, JOE
WMCA, New York, Fox Amateur Hour, Harlem Amateur Hour, Sports Review.

O'CONNOR, BILL
WMCA, New York, N. Y.

O'CONNOR, BILL
WQAM, Miami, Fla.

O'CONNOR, BILL
WRBL, Columbus, Ga.

O'CONNOR, RICHARD
WALL, Middletown, N. Y.

O'CONNOR, THOMAS
WBAL, Baltimore, Md.

O'DAY, BILL
WBLK, Clarksburg, W. Va.

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CBO, Ottawa, Ont.

O'DONNELL, MARG
KGY, Olympia, Wash.

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WCAP, Asbury Park, N. J.

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OLIVER, PAUL
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WOW, Omaha, Nebr.

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WMFF, Plattsburg, N. Y.

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ORR, JOHN
WFOR, Hattiesburg, Miss.

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WOWO-WGL, Fort Wayne, Ind.

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OVENDEN, K. R.
WEEI, Boston, Mass.

OWEN, BILLY
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WCAU, Philadelphia, Pa.

OWEN, HARRIS
KGHI, Little Rock, Ark.

OWEN, JAY
WOL, Washington, D. C.

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WCSH, Portland, Me.

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WBAX, Wilkes-Barre, Pa.

OWENS, LOY
CFRB, Toronto, Ont.

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WFBL, Syracuse, N. Y.

— P —

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KTSA, San Antonio, Texas.

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KVOO, Tulsa, Okla.

PAGE, BOB
WCLE-WHK, Cleveland, Ohio.

PAGE, FRANKLIN
KGHI, Little Rock, Ark.

PAGE, TOM
KVOD, Denver, Colo.

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WGH, Newport News, Va.

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WAIR, Winston-Salem, N. C.

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CBF, Montreal, Que.

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CHLN, Three Rivers, Que.

PARKER, CHRISTINE
CHLT, Sherbrooke, Que.

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KTSM, El Paso, Texas.

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WHIT, New Berne, N. C.

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KROW, Oakland, Calif.

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KALB, Alexandria, La.

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PARSONS, JIM
WHLB, Virginia, Minn.

PARSONS, N. V.
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WSOY, Decatur, Ill.

PATRICK, PAUL
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PATRICK, ROGER
KROS, Clinton, Ia.

PATTEE, FLOYD
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PATTERSON, JIMMY
WISE, Asheville, N. C.

PATTERSON, LYLE
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PAILIN, ED
WCMI, Ashland, Ky.

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WCOU, Lewiston, Me.

PEARCE, SAM
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PEARSON, FORT
WMAQ, Chicago, Ill.

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KWJJ, Portland, Ore.

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KFAB, Lincoln, Nebr.

PELLE, FRED
WLAG, La Grange, Ga.

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CBJ, Chicoutimi, Que.

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CKTB, St. Catharines, Ont.

PETTY, NORMAN
KICA, Clovis, N. M.

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PEYTON, STANLEY
WJW, Akron, Ohio.

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CFGP, Grande Prairie, Alberta.

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WMCA, New York, N. Y. Five Star Final, Sweetest Love Songs, Platterbrains, Crawford Clothes News.

PHILLIPS, OREL
KDON, Monterey, Calif.

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WTBO, Cumberland, Md.

PHILLIPS, WENDEL
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KRGV, Wesloca, Texas.

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PRICE, PAT
WJPF, Herrin, Ill.

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KTAR, Phoenix, Ariz.

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KCKN, Kansas City, Kans

QUINN, MEL
WBAL, Baltimore, Md.

QUINN, PAT
WASK, Lafayette, Ind.

— R —

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CKCR, Kitchener-Waterloo, Ont.

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KALB, Alexandria, La.

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RALSTON, HARLAN
WHBF, Rock Island, Ill.

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KFOR, Lincoln, Nebr.

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WIAC, San Juan, P. R.

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KHJ, Los Angeles, Calif.

RAND, DICK
KGW-KEX, Portland, Ore.

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WOKO, Albany, N. Y.

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WICC, Bridgeport, Conn.

RAPP, GENE
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RATHRUM, WM. V.
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RAY, BILL
KRIC, Beaumont, Texas.

RAYMOND, ART
WPAT, Paterson, N. J.

RAYMOND, CARL
WGY, Schenectady, N. Y.

RAYMOND, JOHN
WSOY, Decatur, Ill.

RAYMOND, STANLEY
WTMA, Charleston, S. C.

READY, LEE
KLBM, La Grande, Ore.

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WSTV, Steubenville, Ohio.

REAMS, TED
CBS. Burt Buhrman at the Organ.

REDEEN, BOB
KYSM, Mankato, Minn.

REED, JIM
WIBW, Topeka, Kans.

REED, WENDELL
WROK, Rockford, Ill.

REEDER, TOM
KLCN, Blytheville, Ark.

REESS, DON
KPHO, Phoenix, Ariz.

REEVES, BILL
WHUB, Cookeville, Tenn.

REEVES, GEORGE
WSAV, Savannah, Ga.

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KOH, Reno, Nev.

REID, BILL
CKWS, Kingston, Ont.

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WLAC, Nashville, Tenn.

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RIESE, GENE
KVSO, Ardmore, Okla.

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KWH, Shreveport, La.

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WMAQ, Chicago, Ill.

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WOR, New York, N. Y. The Rumor Detective, Samuel Grafton Newscast.

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WTAM, Cleveland, Ohio.

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ROBBINS, BILL
WCKY, Cincinnati, Ohio.

ROBBINS, CLAUDE
KOVO, Provo, Utah.

ROBBINS, FRED
WITH, Baltimore, Md.

ROBERTS, ADRIAN
WMOB, Mobile, Ala.

ROBERTS, BOB
WPEN, Philadelphia, Pa.

ROBERTS, CHARLES
KLZ, Denver, Colo.

ROBERTS, CHAS. S.
WLAC, Nashville, Tenn.

ROBERTS, INGHAM S.
KGBS, Harlingen, Texas.

ROBERTS, JERRY
WAAT, Jersey City, N. J.

ROBERTS, KENNETH
CBS. Sterling Products, La France, Girl Interne, Sing Along, Frazier Hunt, Select Theatres, Jazz Laboratory, Listen Neighbor.

ROBERTS, PETER
KYW, Philadelphia, Pa.

ROBERTSON, JIM
WCLO, Janesville, Wisc.

ROBERTSON, RANDALL
WEW, St. Louis, Mo.

ROBERTSON, TRAFTON
WOL, Washington, D. C.

ROBINSON, OSCAR ALVIN
NBC.

ROBINSON, PRESCOTT
WOR, New York, N. Y.

ROBINSON, WARREN
CFCH, North Bay, Ont.

ROCHE, BILL
WBAL, Balitmore, Md.

ROCKHOLD, JOE
KXEL, Waterloo, Iowa.

ROCKNE, HENRY
KWLC, Decorah, Iowa.

RODGERS, STAN
WLEU, Erie, Pa.

RODRIGUEZ, RUBEN
WNEL, San Juan, P. R.

ROE, CHARLES
WBML, Macon, Ga.

ROEN, LOUIS
WMAQ, Chicago, Ill.

ROGERS, DON
WFCI, Pawtucket, R. I.

ROGERS, NORMAN
KHJ, Los Angeles, Cal.

ROGERS, RALPH
Blue—P. C.

ROGERS, RALPH
WAPI, Birmingham, Ala.

ROMAN, JOE
KWOC, Poplar Bluff, Mo.

ROMINE, DOUG
KTSA, San Antonio, Texas.

ROMITI, PHIL
WFHR, Wisconsin Rapids, Wis.

ROPER, PRES
WCED, Du Bois, Pa.

ROPPOLLO, MICHAEL
KTBS, Shreveport, La.

ROSE, GILBERT
KFXD, Nampa, Ida..

ROSE, JOHN
WHUB, Cookeville, Tenn.

ROSE, WILLIAM H.
WCAX, Burlington, Vt.

ROSENTHAL, ELIZABETH
WGBR, Goldsboro, N. C.

ROSENTHAL, LARRY
WDWS, Champaign, Ill.

ROSHOLT, KARLTON
KWLC, Decorah, Iowa.

ROSS, AL
WBAL, Baltimore, Md.

ROSE, JOHN
WROL, Knoxville, Tenn.

ROSS, MEL
WJWC, Hammond, Ind.

ROSS, MAROLD
WGRC, New Albany, Ind.

ROSS, MARTHA
WNOX, Knoxville, Tenn.

ROSS, MORTIMER
CJOR, Vancouver, B. C.

ROSS, RICHARD
KHJ, Los Angeles, Calif.

ROSS, TONY
WPIC, Sharon, Pa.

ROSSELL, ERNEST
WTRY, Troy, N. Y.

ROTH, GORDON
KMJ, Fresno, Calif.

ROUNSAVILLE, R. W.
WGAA, Cedartown, Ga.

ROUSH, SIEGEL
WISH, Indianapolis, Ind.

ROUNTREE, GEO.
KUOA, Siloam Springs, Ark.

ROWAN, ROY
WGY, Schenectady, N. Y.

ROWE, FLO BEACH
WSLB, Ogdensburg, N. Y.

ROYSTER, N. L.
WMMN, Fairmont, W. Va.

RUBESSA, GENE
WNEW, New York, N. Y. The Music Maker, Boys in the Back Room.

RUDDOCK, BILLINGS
WRNL, Richmond, Va.

RUEGG, FRED
KQW, San Jose, Calif.

RUETZ, J. FRANKLYN
WELI, New Haven, Conn.

RUHLE, PAUL
WCLO, Janesville, Wisc.

RUMORE, JOE
WJLD, Bessemer, Ala.

RUNIONS, NORM
KIRO, Seattle, Wash.

RUSH, CLAY
WHO, Des Moines, Iowa.

RUSSELL, DAVE
KRLD, Dallas, Texas.

RUSSELL, FRED
CKNX, Wingham, Ont.

RUSSELL, MARION
WAIR, Winston-Salem, N. C.

RUSSELL, RUSS
WMRO, Aurora, Ill.

RUSSELL, SHEILA
CBR, Vancouver, B. C.

RUSSELL, THOMAS
WTAG, Worcester, Mass.

RUSSELL, TOD
CFRB, Toronto, Ont.

RUSSEY, HAROLD
WLAG, La Grange, Ga.

RYAN, DAVE
WJWC, Hammond, Ind.

RYAN, JOHNNY
KVOO, Tulsa, Okla.

RYE, GORDON
CFJC, Kamloops, B. C.

RYE, JACK
KTSM, El Paso, Texas.

RYEL, FLOYD
WCAO, Baltimore, Md.

SAGE, GLADYS
WCSC, Charleston, S. C.

SAGE, MICHAEL
WMCA, New York, N. Y.

ST. GEORGE, BRUCE
CKTB, St. Catharines, Ont.

ST. GEORGE, DORIAN
Blue.

SALISBURY, WILLIAM
KVOE, Santa Ana, Calif.

SALTER, RUSS
WJJO, Chicago, Ill.
WIND, Gary, Ind.

SAMUELL, ROWE
WLDS, Jacksonville, Ill.

SAN, BARBARA
WTSP, St. Petersburg, Fla.

SANDEFER, GEORGE
WRUF, Gainesville, Fla.

SANDEFUR, WILLIAM
WSLS, Roanoke, Va.

SANDERS, GERALD
KGKB, Tyler, Texas.

SANDERS, HUGH
WMBD, Peoria, Ill.

SANDERS, ROBERT
WEMP, Milwaukee, Wisc.

SARGENT, L. F.
WEEI, Boston, Mass.

SARTAINE, DENS
WINX, Washington, D. C.

SATER, HARTLEY
KGW-KEX, Portland, Ore.

SAUNDERS, CHARLES
WALA, Mobile, Ala.

SAUNDERS, HOWARD
WMFR, High Point, N. C.

SAVAGE, THOMAS
KPLT, Paris, Texas.

SAVALLI, J.
WHOM, Jersey City, N. J.

SAWTELLE, M. HENRY
WNBF, Binghamton, N. Y.

SAWYER, TOM
WLOF, Orlando, Fla.

SAWYER, VERNE
KMO, Tacoma, Wash.

SAXE, JOHN
WIBU, Poynette, Wisc.

SAXON, JERRY
WEDC, Chicago, Ill.

SAYERS, JACK
CJCA, Edmonton, Alberta.

SCANLON, JACK
WTRY, Troy, N. Y.

SCHAEFER, NANCY
WCSC, Charleston, S. C.

SCHAUGENCY, EDWIN L.
KDKA, Pittsburgh, Pa.

SCHEUER, JOHN D., JR.
WFIL, Philadelphia, Pa.

SCHEURMANN, WILLIAM
WSLS, Roanoke, Va.

SCHICK, JIM
KUJ, Walla Walla, Wash.

SCHLICHTER, JOHN
KVAK, Atchison, Kans.

SCHMITZ, FRED
KGCX, Wolf Point, Mont.

SCHOFIELD, MURILLO
WDAF, Kansas City, Mo.

SCHON, CHAS.
WTRY, Troy, N. Y.

SCHROCK, ALLAN
KFJB, Marshalltown, Iowa.

SCHULTZ, ALEX
WJTN, Jamestown, N. Y.

SCHULTZ, MARY JEAN
WJW, Akron, Ohio.

SCHULTZ, STANLEY
KVOD, Denver, Colo.

SCOFIELD, DAVE
KFRC, San Francisco, Calif.

SCOFIELD, H. C.
WDBO, Orlando, Fla.

SCOTT, ELMER
WFOY, St. Augustine, Fla.

SCOTT, FRED
KMBC, Kansas City, Mo.

SCOTT, FRED
WKRC, Cincinnati, Ohio.

SCOTT, GEORGE
WGAC, Augusta, Ga.

SCOTT, JOHN
KWKH, Shreveport, La.

SCOTT, JOHN LESLIE
WAKR, Akron, Ohio.

SCOTT, TAY
WKPA, New Kensington, Pa.

SCOTT, ROBERT
WCAP, Asbury Park, N. J.

SCUCVSON, LOVAIN
KWLC, Decorah, Iowa.

SCULLY, BASIL
CKPR, Fort William, Ont.

SEABROOK, GIL
CJCA, Edmonton, Alberta.

SEAGRAVE, ORVILLE B.
WSAR, Fall River, Mass.

SEAMAN, NEAL
WGBB, Freeport, N. Y.

SEARLES, NEIL
WEMP, Milwaukee, Wisc.

SEARS, ZENAS
WATL, Atlanta, Ga.

SEAY, PRESTON H., JR.
KELD, El Dorado, Ark.

SEBASTIAN, CHARLES
WHBF, Rock Island, Ill.

SEEBECK, CHARLES
WAIR, Winston-Salem, N. C.

SEGAL, DAVID M.
KGGM, Albuquerque, N. M.

SEIFERD, CHARLES
KGBX-KWTO, Springfield, Mo.

SEMINO, ALLISON
WFIG, Sumter, S. C.

SELAH, BILL
KMMJ, Grand Island, Nebr.

SELLARS, JACK
WRUF, Gainesville, Fla.

SELOVER, MAXINE
KFGN, Kearney, Nebr.

SERENO, PAOLO
WOV, New York, N. Y.

SERWIN, JAY
WLAW, Lawrence, Mass.

SEXTON, MARION
KVAN, Vaucouver, Wash.

SHAEFFER, ELEANOR
KGBS, Harlingen, Texas.

SHAFTER, EDWARD
WEXL, Royal Oak, Mich.

SHANAHAN, DON
KORE, Eugene, Ore.

SHANAHAN, TOM
WEMP, Milwaukee, Wisc.

SHANE, BILL
KOMA, Oklahoma City, Okla.

SHANNON, BILL
WGAA, Cedartown, Ga.

SHANNON, BILL
WMAZ, Macon, Ga.

SHANNON, PAUL V.
KDKA, Pittsburgh, Pa.

SHAPARD, WILLIAM
WHN, New York, N. Y.

SHARLAND, EARL
WMFF, Plattsburg, N. Y.

SHARPE, VIRGIL
KOIL, Omaha, Nebr.

SHATES, RAYMOND
WTJS, Jackson, Tenn.

SHAW, GIL
WMBG, Richmond, Va.

SHAW, STAN
WINS, New York, N. Y.

SHEDD, ED
KTMS, Santa Barbara, Calif.

SHEETZ, BILL
WSPB, Sarasota, Fla.

SHELDON, HERBERT
WINS, New York, N. Y.

SHELDON, JACK
WKRC, Cincinnati, Ohio.

SHEPHERD, BOB
WOR, New York, N. Y.

SHEPPARD, ALLAN, JR.
KGW-KEX, Portland, Ore.

SHERA, ARTHUR
WOOD-WASH, Grand Rapids, Mich.

SHERLOCK, JACK
KLZ, Denver, Colo.

SHERMAN, PAUL
WAAT, Jersey City, N. J.

SHERRILL, RUTH
WBA-WBZA, Boston & Springfield, Mass.

SHIELDS, FRED
KFMB, San Diego, Calif.

SHIELDS, LARRY
KPRO, Riverside, Calif.

SHIELL, STEWART
WCAR, Pontiac, Mich.

SHINBAUM, ROBERT
WNOX, Knoxville, Tenn.

SHIPLEY, BILL
WDAF, Kansas City, Mo.

SHIPLEY, GENE
WIBW, Topeka, Kans.

SHOAF, PAUL
WMFR, High Point, N. C.

SHOECRAFT, WILLARD
KGLU, Safford, Ariz.

SHOMETTE, BILL
WOAI, San Antonio, Texas.

SHORT, LLOYD
WHLS, Port Huron, Mich.

SHORT, ROBERT E.
WHCU, Ithaca, N. Y.

SHUBINSKI, JAKE
WCMI, Ashland, Ky.

SHULTZ, JOHN W.
WMVA, Martinsville, Va.

SHUMWAY, JIM
WSUN, St. Petersburg, Fla.

SILBURT, MARTIN
CKRN, Rouyn, Que.

SILER, WENDELL
WDBJ, Roanoke, Va.

SILVA, FRANK
WSAY, Rochester, N. Y.

SIMMINS, RAE
CFCY, Charlottetown, P. E. I.

SIMMONS, BILL
WOLS, Florence, S. C.

SIMMONS, PARK
WJSV, Washington, D. C.

SIMMONS, ED
KFEL, Denver, Colo.

SIMPSON, FRANCES
WGTC, Greenville, N. C.

SIMPSON, JIMMIE
WAIM, Anderson, S. C.

SIMPSON, JOHN
NBC-WEAF, New York, N. Y.

SIMS, JAY

CBS, The First Line, We the People.

SIMS, SAM
WFBM, Idianapolis, Ind.

SINCLAIR, DICK
KUTA, Salt Lake City, Utah.

SINGER, SHELDON
WTAD, Quincy, Ill.

SITTS, MARGARET
WMPC, Lapeer, Mich.

SKELTON, KENNETH W.
WDAE, Tampa, Fla.

SKETCHLEY, BUD
WCHV, Charlottesville, Va.

SKEWS, WILLIAM
WTAW, Ashland Wisc.

SKINGLE, NEV.
CHAB, Moose Jaw, Sask.

SLATER, NORVELL
WFAA, Dallas, Texas.

SLATTERY, JACK
KNX, Los Angeles, Calif.

SLATTON, JOHN L.
WMSL, Decatur, Ala.

SMALL, MARSHALL
KUTA, Salt Lake City, Utah.

SMIDLE, JOE
KWJJ, Portland, Ore.

SMITH, ALVIN
WJPA, Washington, Pa.

SMITH, ANDY
KVAN, Vancouver, Wash.

SMITH, ARCHIE
WFVA, Fredericksburg, Va.

SMITH, BERNIE
WEBQ, Harrisburg, Ill.

SMITH, CALVIN
KROC, Rochester, Minn.

SMITH, DAVID
KFDA, Amarillo, Texas.

SMITH, DEAN
WABY, Albany, N. Y.

SMITH, FRED
WCLE-WHK, Cleveland, Ohio.

SMITH, GAIL
WSRR, Stamford, Conn.

SMITH, HAL
WIBX, Utica, N. Y.

SMITH, HOMER
WKOK, Sunbury, Pa.

SMITH, HULEN
KPAB, Laredo, Texas.

SMITH, JOE
KALB, Alexandria, La.

SMITH, KAY
WLDS, Jacksonville, Ill.

SMITH, LEN
CKOC, Hamilton, Ont.

SMITH, LESTER
WHDH, Boston, Mass.

SMITH, LOWELL
KFXM, San Bernardino, Calif.

SMITH, MARGARET
KFPY, Spokane, Wash.

SMITH, RALPH
WLDS, Jacksonville, Ill.

SMITH, ROBERT
WSBT, South Bend, Ind.

SMITH, RODNEY
KELD, El Dorado, Ark.

SMITH, TED A.
KWRC, Pendleton, Ore.

SMITH, WHEELER
KOL, Seattle, Wash.

SMITH, WILF
CKBI, Prince Albert, Sask.

SMOLIK, LYDIA
KFGQ, Boone, Iowa.

SNIDER, MERLE
KOH, Reno, Nev.

SNYDER, AL
WSPD, Toledo, Ohio.

SNYDER, ROBERT
WDWS, Champaign, Ill.

SOARES, E. L.
WTHT, Hartford, Conn.

SOARS, JACK
CJKL, Kirkland Lake, Ont.

SOBOLEWSKI, K.
WHOM, Jersey City, N. J.

SOESBEE, JERRY
WSUN, St. Petersburg, Fla.

SONDERGAARD, GERALD "JIGGS"
KICD, Spencer, Iowa.

SPARKS, GORDON
WEXL, Royal Oak, Mich.

SPEIGHT, WALTER
WTMA, Charleston, S. C.

SPENCE, ROWLAND
KIRO, Seattle, Wash.

SPENCER, NELSON
WTBO, Cumberland, Md.

SPENCER, S. T.
WPTF, Raleigh, N. C.

SPENGLAR, HAROLD
WFOY, St. Augustine, Fla.

SPENGLER, HAROLD
WAIM, Anderson, S. C.

SPIEGLE, STAN
KXRO, Aberdeen, Wash.

SPRACKLIN, NODA
KWYO, Sheridan, Wyo.

SPRAGUE, ED
WOSU, Columbus, Ohio.

STAAS, AL
KFNF, Shenandoah, Iowa.

STAMBACH, PATRICIA
WHBC, Canton, Ohio.

STAMBAUGH, HENRY
WTOL, Toledo, Ohio.

STAMPS, BILL
WHUB, Cookeville, Tenn.

STANBOROUGH, REGINALD
Blue.

STANFIELD, BILL
KFFA, Helena, Ark.

STANLEY, J.
CFJC, Kamloops, B. C.

STANTON, BOB
NBC-WEAF, New York, N. Y.

STAPLETON, BERNARD
WSYR, Syracuse, N. Y.

STARR, HAROLD
KXL, Portland, Ore.

STEELE, BOB
WTIC, Hartford, Conn.

STEELE, EARL
WTHT, Hartford, Conn.

STEERE, ARTHUR
WAIR, Winston-Salem, N. C.

STEIN, MYRL
KGKL, San Angelo, Texas.

STEINBACH, ED
WSAM, Saginaw, Mich.

STELL, WALLACE L.
WRNL, Richmond, Va.

STENGLEIN, JIM
WSAM, Saginaw, Mich.

STEPANEK, BERNARDINE
KFJB, Marshalltown, Iowa.

STEPHAN, AL
WCPO, Cincinnati, Ohio.

STEPHEN, HARRY A. L.
CHNS, Halifax, N. S.

STEPHENS, GABBERT
KFJZ, Fort Worth, Texas.

STEPHENS, HAROLD
WLPM, Suffolk, Va.

STEPLER, HAROLD
WOL, Washington, D. C.

STERENBERG, BOB
KFNF, Shenandoah, Iowa.

STERLING, L. L.
KRBM, Bozeman, Mont.

STERN, DICK
WFOR, Hattiesburg, Miss.

STERN, ELAINE
WRAK, Williamsport, Pa.

STEVENS, BILL
WKNE, Keene, N. H.

STEVENS, BOB
WKNE, Keene, N. H.

STEVENS, G. ALSTON, JR.
WFIL, Philadelphia, Pa.

STEVENS, GEORGE
KNOW, Austin, Texas.

STEVENS, RICHARD
WAKR, Akron, Ohio.

STEVENS, WILLIAM
WISH, Indianapolis, Ind.

STEVENSON, PAUL R.
KROD, El Paso, Texas.

STEVENSON, ROBERT
CBS.

STEWART, BETTY
CFGP, Grande Prairie, Alberta.

STEWART, BILL
WOWO-WGL, Fort Wayne, Ind.

STEWART, DEANE
KQW, San Jose, Calif.

STEWART, IRA
CFCY, Charlottetown, P. E. I.

STEWART, JACK
CKCL, Toronto, Ont.

STEWART, M. D.
KNET, Palestine, Texas.

STEWART, PAUL
KTUL, Tulsa, Okla.

STEWART, RUSSELL
KOYL, Salt Lake City, Utah.

STEWART, W. H.
CKOV, Kelowna, B. C.

STIFF, JAMES
KBST, Big Springs, Tex.

STILLWELL, JACK
Blue, Meet Your Navy.

STILWILL, JACK
WLS, Chicago, Ill.

STINSON, ARNOLD
CKLW, Windsor, Ont.

STAPLETON, W. A.
KFPW, Fort Smith, Ark.

STOECKLER, J. C.
WEEI, Boston, Mass.

STOLAR, PHILIP
WSPR., Springfield, Mass.

STONE, BUD
CJKL, Kirkland Lake, Ont.

STONE, CHARLES
KFSG, Los Angeles, Calif.

STONE, ERNEST
WBYN, Brooklyn, N. Y.

STONE, FRED
WJLS, Beckley, W. Va.

STONE, GEORGE
WOOD-WASH, Grand Rapids, Mich.

STONE, JAMES
KTBS, Shreveport, La.

STONER, PETER
WTIC, Hartford, Conn.

STONES, ROBERT
WKOK, Sunbury, Pa.

STORY, DOROTHY
WDLP, Panama City, Fla.

STOUT, ALLEN
WROL, Knoxville, Tenn.

STOVER, FREDERICK
KOTH, Lihue, Hawaii.

STRANAHAN, JACK
WICA, Ashtabula, Ohio.

STRANGE, CYRIL
CKGB, Timmens, Ont.

STRATHMAN, WM.
KGVO, Missoula, Mont.

STRATTON, ALAN
WMCA, New York, N. Y.
WBYN, Brooklyn, N. Y.

STRAUB, BILL
KWG, Stockton, Calif.

STREET, MALCOLM
WHMA, Anniston, Ala.

STUART, DON
WBOW, Terre Haute, Ind.

STUART, LEE
KMBC, Kansas City, Mo.

STUART, STREETER
WBZ-WBZA, Boston & Springfield, Mass.

STUBBS, HAROLD
CHML, Hamilton, Ont.

STUDNEY, ED
WRRN, Warren, Ohio.

STULLA, WILLIAM
KFI-KECA, Los Angeles, Calif.

STURGEON, CARSON
WFIG, Sumter, S. C.

SUAREZ, HENRY
WIAC, San Juan, P. R.

SUFFENS E. L. (NELSON, RAY)
NBC.

SULLIVAN, CLAUDE
WCMI, Ashland, Ky.

SULLIVAN, HENRY
WGTH, Wilson, N. C.

SUMMERS, JOE
KFEL, Denver, Colo.

SUTHERLAND, SAM
WISN, Milwaukee, Wisc.

SUTHERLAND, WILBUR C.
KDKA, Pittsburgh, Pa.

SUTTON, FRANK
KBTM, Jonesboro, Ark.

SUTTON, JEAN
KOMA, Oklahoma City, Okla.

SVEHLA, WALT
WQAM, Miami, Fla.

SWALES, STANLEY
WWJ, Detroit, Mich.

SWAN, ROBERT
KFI-KECA, Los Angeles, Calif.

SWANSON, DON
CJCA, Edmonton, Alberta.

SWEENEY, BUD
WHKC, Columbus, Ohio.

SWEENEY, WARREN
CBS, Odd Side of the News, The World Today, Curtiss Candy, Edward Murrow from London, We, the People, Take It or Leave It, Keyboard Concerts, Saturday Night Serenade.

SWEET, BEN
WMAS, Springfield, Mass.

SWIDENSKY, BETTY
WNAD, Norman, Okla.

SWIFT, RODNEY
WDRC, Hartford, Conn.

SWINK, CHARLES
WGAR, Cleveland, Ohio.

SWISHER, JEANNE
WDWS, Champaign, Ill.

SYBERT, BEVERLY
WTAD, Quincy, Ill.

SYLVAIN, MARCEL
CBF, Montreal, Que.

TABER, BILL
WIBC, Indianapolis, Ind.

TABER, WILLIAM
WMMN, Fairmont, W. Va.

TAFOYA, HENRY R., JR.
KFUN, Las Vegas, N. M.

TAGGART, BYRON
WIBC, Indianapolis, Ind.

TAGGART, COYD
KFBI, Wichita, Kans.

TALBOT, BILL
KLSM, Salem, Ore.

TALBOTT, ELIZABETH
WBTH, Williamson, W. Va.

TANNER, LUKE
WCOV, Montgomery, Ala.

TATE, ED
WCED, Du Bois, Pa.

TATE, MARY JO
WMPS, Memphis, Tenn.

TAYLOR, ALBERT
WCAU, Philadelphia, Pa.

TAYLOR, BILL
WMFR, High Point, N. C.

TAYLOR, CLAUDE
WLVA, Lynchburg, Va.

TAYLOR, DAVE
WBBB, Burlington, N. C.

TAYLOR, DOTTIE
KVAK, Atchison, Kans.

TAYLOR, JAYNE
WSPB, Sarasota, Fla.

TAYLOR, LEONARD
WHBC, Canton, Ohio.

TAYLOR, PAT
WMFR, High Point, N. C.

TEALE, JIM
KFAR, Fairbanks, Alaska.

TEAR, SID
WMRC, Greenville, S. C.

TEAR, SID
WBRW, Welch, W. Va.

TEIGLAND, BORCHILD
KWLC, Decorah, Iowa.

TEMPLE, FLORENCE
KFGQ, Boone, Iowa.

TEMPLE, FRED
WSUN, St. Petersburg, Fla.

TENPENNY, RAY
WCOO, Minneapolis-St. Paul, Minn.

TERKELL, HAL
WKPA, New Kensington, Pa.

TERRELL, JAMES
KLRA, Little Rock, Ark.

TERRY, H. M., JR.
KBST, Big Spring, Texas.

TERRY, IONA
CKNX, Wingham, Ont.

TERVIT, JEAN
CKNX, Wingham, Ont.

TERWEY, TYS
KNOX, Knoxville, Tenn.

TESCH, JOHN
WSAY, Rochester, N. Y.

THAYER, JACK
KOBH, Rapid City, S. D.

THERIOT, ALLISON J.
KVOL, Lafayette, La.

THOMAS, FRANK
KFBC, Cheyenne, Wyo.

THOMAS, GILBERT
WCPO, Cincinnati, Ohio.

THOMAS, GLENN
WJEJ, Hagerstown, Md.

THOMAS, ROLLYN
KFI, KECA, Los Angeles, Calif.

THOMPSON, AL
KSAL, Salina, Kans.

THOMPSON, BOBBY
WDSU, New Orleans, La.

THOMPSON, LLOYD
WIBG, Philadelphia, Pa.

THOMPSON, HARRIETTE
WROK, Rockford, Ill.

THOMPSON, MARK
WEW, St. Louis, Mo.

THOMPSON, NANCY
WGGA, Gainesville, Ga.

THORR, LAWRENCE
CFCF, Montreal, Que.

THWAITES, DOROTHY G.
KFUN, Las Vegas, N. M.

THWAITES, E. N:
KFUN, Las Vegas, N. M.

TICE, J. OLIN
WBT, Charlotte, N. C.

TIDWELL, OTTICE
KFFA, Helena, Ark.

TIERNEY, JACK
WMFF, Plattsburg, N. Y.

TIDEN, LAMONT
CBM, Montreal, Que.

TILLER, TED
WINX, Washington, D. C.

TILLMAN, JOHN
CBS, Exploring Space, Reflections, Voices in the Night, Calling Pan America, People's Platform.

TIMBERLAKE, JOHN
WBRW, Welch, W. Va.

TIMM, ALLEN
WEMP, Milwaukee, Wisc.

TOBEY, ROBERT
KNOW, Austin, Texas.

TOBIN, JOE
WINS, New York, N. Y.

TOBOLA, JOHN J.
WAYX, Waycross, Ga.

TODD, GEORGE
WCLE-WHK, Cleveland, Ohio.

TODD, JAMES
WMAQ, Chicago, Ill.

TODD, JIMMY
KVOO, Tulsa, Okla.

TOLBOE, KENT
KOVO, Provo, Utah.

TOLEMAN, EDWIN C., JR.
WTBO, Cumberland, Md.

TOMPKINS, WILLIAM
WABY, Albany, N. Y.

TONKIN, GERRY
CKBI, Prince Albert, Sask.

TONKIN, JOSEPH
WHIP, Harrisburg, Pa.

TOOLE, RICHARD
WHAM, Rochester, N. Y.

TORMEY, JAY
WFAS, White Plains, N. Y.

TOTTEN, VERNON
WBTH, Williamson, W. Va.

TOWNE, EPH
KFXJ, Grand Junction, Colo.

TOZIER, HAL
WCLE-WHK, Cleveland, Ohio.

TRENT, JOHN
WCAE, Pittsburgh, Pa.

TRIBLEY, HANK
WGTC, Greenville, N. C.

TRIEST, BILL
KROY, Sacramento, Calif.

TRIMBLE, KERMITH
WOIL, Omaha, Nebr.

TROMBETTA, FRANK
WHAT, Philadelphia, Pa.

TRUDEAU, E. L.
WOKO, Albany, N. Y.

TRUEHART, JAMES
KNOW, Austin, Texas.

TRUERE, BOB
WPDQ, Jacksonville, Fla.

TRUM, JOE
KRIC, Beaumont, Texas.

TUCHOLKA, ED
WEBR, Buffalo, N. Y.

TUCKER, DICK
WEIM, Fitchburg, Mass.

TUCKER, DUANNE
KTSW, Emporia, Kans.

TUCKER, ROBERT
WPAY, Portsmouth, Ohio.

TUNIS, HAL
WAAT, Jersey City, N. J.

TURNER, BOB
WERB, Buffalo, N. Y.

TURNER, HOWARD
WISE, Asheville, N. C.

TURNER, HUGH
KGO, San Francisco, Calif.

TURNER, MICHAEL
WISE, Asheville, N. C.

TURNER, TEX
WBIR, Knoxville, Tenn.

TURNER, WALT
WWVA, Wheeling, W. Va.

TWISS, HERBERT
KMYR, Denver, Colo.

TWOMBLY, ROWLAND
WILM, Wilmington, Del.

TWYMAN, HARVEY
KOIL, Omaha, Nebr.

TYLER, NOAH
WIOD, Miami, Fla.

TYLER, WAYNE
WLVA, Lynchburg, Va.

TYRRELL, WALTER
WINX, Washington, D. C.

TYSON, DAVE
WWSW, Pittsburgh, Pa.

— U —

UNDERHILL, D.
WISN, Milwaukee, Wisc.

URIE, HURSCHELL
KSUB, Cedar City, Utah.

UTROSKA, BOB
KROS, Clinton, Iowa.

UTTAL, FRED
Blue, The Lion's Roar.

— V —

VAILE, DAVE
KNX, Los Angeles, Calif.

VALENTINE, JIMMY
KSTP, St. Paul-Minneapolis, Minn.

VALENTINE, RANCE
WTAM, Cleveland, Ohio.

VALLENDER, G. EDWARD
WBCM, Bay City, Mich.

VAN, LYLE
NBC. Bill Stern's Sports Program, Kaltenborn.

VANDERGRIFF, TOM
KFJZ, Fort Worth, Texas.

VANDEVENTER, BOB
KHBG, Okmulgee, Okla.

VANCE, DON
CKCK, Regina, Sask.

VANDERPOEL, NEIL
WPBQ, Jacksonville, Fla.

VANDEVER, WALLACE
KCRC, Enid, Okla.

VAN HOY, VIRGINIA
KUJ, Walla Walla, Wash.

VAN KEEL, GLEN
WIBC, Indianapolis, Ind.

VAN KLEECK, ROBERT
WKNY, Kingston, N. Y.

VAN KUREN, JAMES
CKLW, Windsor, Ont.

VAN SICKLEN, HUNTER
KWJJ, Portland, Ore.

VARES, GEO.
WEDC, Chicago, Ill.

VAUGHAN, GUY
CBM, Montreal, Que.

VELAZQUES, OSVALDO TORRES
WKAZ, San Juan, P. R.

VERDIER, BILL
WFLA, Tampa, Fla.

VERGES, MICHAEL
WMPS, Memphis, Tenn.

VEST, DON
KVOD, Denver, Colo.

VICK, FRANCES
WMAM, Marinette, Wisc.

VICKERS, LEE
WJSV, Washington, D. C.

VICKTOR, IRVIN
WWL, New Orleans, La.

VIEHMAN, GEORGE E., JR.
KABR, Aberdeen, S. D.

VILLANI, JOHNNY
WBRW, Welch, W. Va.

VILLAVICENCIO, TEOFILO
WIAC, San Juan, P. R.

VINCENT, JOHN
WGEB, Freeport, N. Y.

VINES, LEE
CBS.

VISSER, PAUL
WOI, Ames, Iowa.

VOGEL, PHIL
WCPO, Cincinnati, Ohio.

VOGELMAN, ROY
WHA, Madison, Wisc.

VON BERGEN, JOHN
WARM, Scranton, Pa.

VONDELL, JOHN
WHYN, Holyoke, Mass.

VON VELZER, DON
WHBQ, Memphis, Tenn.

VOORHEIS, ARTHUR O.
WMPC, Lapeer, Mich.

VREDEVELD, AL
WKBZ, Muskegon, Mich.

— W —

WABER, TOM
WKAR, East Lansing, Mich.

WADE, OSBORN
WKNE, Keene, N. H.

WADE, TOM
WCKY, Cincinnati, Ohio.

WADE, VIRGINIA
WCED, Du Bois, Pa.

WAGES, JACK
KOY, Phoenix, Ariz.

WAGNER (MISS) JOHNEY
WBBB, Burlington, N. C.

WAGONER, WALTER W.
KROD, El Paso, Texas.

WAHLBERG, HARRY
KPDN, Pampa, Texas.

WAHLBERG, JOEL
WGH, Newport News, Va.

WALD, JOHN
Blue—P. C.

WALDEN, PAUL E.
KWRC, Pendleton, Ore.

WALDROP, JAMES
NBC.

WALES, MARTIN
WKAT, Miami Beach, Fla.

WALKER, BILL
KYSM, Mankato, Minn.

WALKER, E.
KUOA, Siloam Springs, Ark.

WALKER, HAL
WISN, Milwaukee, Wisc.

WALKER, LEW
WBYN, Brooklyn, N. Y.

WALKER, LOU
WCOP, Boston, Mass.

WALKER, MARGARET
WSOC, Charlotte, N. C.

WALKER, MARVN, JR.
WSON, Henderson, Ky.

WALKER, PELLON
KTEM, Temple, Texas.

WALLACE, BRANDON
WBRW, Welch, W. Va.

WALLACE, RALPH
WORC, Worcester, Mass.

WALLACE, RAY
WKST, New Castle, Pa.

WALLACE, WESLEY H.
WPTF, Raleigh, N. C.

WALLEN, RUSS
WFOR, Hattiesburg, Miss.

WALRATH, WALT
WICA, Ashtabula, Ohio.

WALROD, TRUMAN
KROS, Clinton, Iowa.

WALSTRUM, HARRY
KMTR, Los Angeles, Calif.

WALTER, GILBERT
KRNR, Roseburg, Ore.

WALTER, ROBERT
WWNY, Watertown, N. Y.

WALTERS, CHARLES H.
WBT, Charlotte, N. C.

WALTERS, JOE
KFMB, San Diego, Calif.

WALTMAN, WILLIAM
WAVE, Louisville, Ky.

WALTON, GEO.
CJVI, Victoria, B. C.

WALTON, HUGH
WCAU, Philadelphia, Pa.

WALTON, LUKE
WISH, Indianapolis, Ind.

WALTON, RAY
WEST, Easton, Pa.

WALTON, SID
WHN, New York, N. Y.

WANGERIN, RICHARD
KFUO, St. Louis, Mo.

WANN, PAUL
WDOD, Chattanooga, Tenn.

WARD, BUD
WFPG, Atlantic City, N. J.

WARD, DON
WIND, Gary, Ind.

WARD, PEGGY
KNX, Los Angeles, Calif.

WARD, CAPT. WILLIAM T.
WTAL, Tallahassee, Fla.

WARNER, AL
KMTR, Los Angeles, Calif.

WARNER, HUB
KFAM, St. Cloud, Minn.

WARREN, DOC
KTHS, Hot Springs, Ark.

WARREN, J. C.
KFFA, Helena, Ark.

WARREN, WILLIAM
WASK, Lafayette, Mo.

WARRINGTON, FRANK
WTAR, Norfolk, Va.

WASS, BOB
WADC, Akron, Ohio.

WATERMAN, WARREN
WALL, Middletown, N. Y.

WATKINS, JOHN
WCKY, Cincinnati, Ohio.

WATSON, LAWRENCE
WCBI, Columbus, Miss.

WATSON, LOREN
WMRC, Greenville, S. C.

WATSON, WILLIAM
KWKH, Shreveport, La.

WAUGH, IRVING
WSM, Nashville, Tenn.

WAYNE, CARTER
WPIC, Sharon, Pa.

WAYNE, STUART
KYW, Philadelphia, Pa.

WEAKLEY, SCOTT
KROW, Oakland, Calif.

WEAVER, BILLY McK.
KFPW, Fort Smith, Ark.

WEAVER, DORIS
WAJR, Morgantown, W. Va.

WEAVER, G. MALCOLM
WWSR, St. Albans, Vt.

WEAVER, JACKSON
WFMJ, Youngstown, Ohio.

WEAVER, ROBYN
WMBD, Peoria, Ill.

WEAVER, WILLIAM
KADA, Ada, Okla.

WEBB, DONALD
WPAY, Portsmouth, Ohio.

WEBB, HUGH
WHMA, Anniston, Ala.

WEBBE, TED
WINS, New York, N. Y.

WEBBER, FRED E.
WFIL, Philadelphia, Pa.

WEBBER, SIMON
CHNS, Halifax, N. S.

WEBER, FRED
CKOV, Kelowna, B. C.

WEBSTER, DAN
WMOB, Mobile, Ala.

WEBSTER, DAVES
WJNO, West Palm Beach, Fla.

WEBSTER, DICK
WMBH, Joplin, Mo.

WEBSTER, KURT
WBIR, Knoxville, Tenn.

WEEDIN, HARTFIELD
WFAA, Dallas, Texas.

WEIGLE, FRANN
WLAV, Grand Rapids, Mich.

WEIMER, ORVILLE
KOWH, Omaha, Nebr.

WEINES, MORTON D.
WRNL, Richmond, Va.

WEINGARTH, FRED
WDAF, Kansas City, Mo.

WEISSMAN, C.
WHLD, Niagara Falls, N. Y.

WEITZELL, ROBERT
KLRA, Little Rock, Ark.

WELCH, EDGAR
WMCA, New York, N. Y.

WELCH, JANE
WGNY, Newburgh, N. Y.

WELDON, MARTIN
WINS, New York, N. Y.

WELLING, FRANK
WCHS, Charleston, W. Va.

WELLS, ALBERT
CKUA, Edmonton, Alberta.

WELLS, BILL
WNEW, New York, N. Y.

WELSH, TOM
WHRN, Warren, Ohio.

WELTMER, FRANK
KOY, Phoenix, Ariz.

WELTMER, FRANK
KTMS, Santa Barbara, Calif.

WENDELL, CONNIE
KRLA, Midland, Texas.

WENZINGER, MAURICE
KGFW, Kearney, Nebr.

WERLING, RUPE
WIBG, Philadelphia, Pa.

WEST, DAVE
KRLC, Lewiston, Idaho.

WEST, ROBERT
WTAR, Norfolk, Va.

WESTERKAMP, BOB
WTIC, Hartford, Conn.

WETZEL, EARLE H.
WCBA-WSAN, Allentown, Pa.

WHEDBEE, CHARLES H.
WRRF, Washington, N. C.

WHEELER, ANTHONY
WFIL, Philadelphia, Pa.

WHEELER, BURRITT
KWKW, Pasadena, Calif.

WHEELOCK, HOWARD
WKNE, Keene, N. H.

WHITBY, J. C.
CFLC, Prescott, Ont.

WHITE, BILL
KFJB, Marshaltown, Iowa.

WHITE, MORGAN
KSUB, Cedar City, Utah.

WHITE, PAUL
WNBC, Hartford, Conn.

WHITE, RICHARD
WNBH, New Bedford, Mass.

WHITE, VERNON
KROY, Sacramento, Calif.

WHITE, WARREN
WMJM, Cordele, Ga.

WHITESIDE, JEAN
CKCR, Kitchener-Waterloo, Ont.

WHITESIDES, CHARLES
KTEM, Temple, Texas.

WHITLOCK, RAY
WNBF, Binghamton, N. Y.

WHITNEY, DENMAN
KARM, Fresno, Calif.

WHITNEY, DICK
WSAZ, Huntington, W. Va.

WHITTLER, CHUCK
WBAX, Wilkes-Barre, Pa.

WHITWELL, CLYDE
KOMA, Oklahoma City, Okla.

WHITEWORTH, RAY
WAPO, Chattanooga, Tenn.

WICE, AUBREY
CKOC, Hamilton, Ont.

WICHMANN, WILLIAM P.
WLBL, Stevens Point, Wisc.

WICKERSHAM, HARRY
KJBS, San Francisco, Calif.

WIDMARK, HERBERT
WDSM, Superior, Wisc.

WIDNEY, STAN
WHO, Des Moines, Iowa.

WIEDNER, JEANNE
WKBB, Dubuque, Iowa.

WIETING, FRED
WIBG, Philadelphia, Pa.

WIGGINS, GASPER
WAIM, Anderson, S. C.

WIGGINS, WALLACE S.
KVOE, Santa Ana, Calif.

WILCOX, HARLOW
Fibber McGee and Molly NBC, Blondie CBS, Maxwell House NBC.

WILCOX, PAUL
KGMB, Honolulu, Hawaii.

WILDE, EMIL
KFUO, St. Louis, Mo.

WILDE, RUSSELL B.
WOKO, Albany, N. Y.

WILDERMUTH, CHAS.
WJFR, Wisconsin Rapids, Wis.

WILEMAN, WINFRED
KTMS, Santa Barbara, Calif.

WILHOIT, DARREL
KVAN, Vancouver, Wash.

WILKINSON, JACK
CKOC, Hamilton, Ont.

WILLARD, DICK
WOR, New York, N. Y.

WILLETT, BOB
CJVI, Victoria, B. C.

WILLIAMS, ALUN
WMCA, New York, N. Y.

WILLIAMS, CONNIE
WTAD, Quincy, Ill.

WILLIAMS, DICK
WKRC, Cincinnati, Ohio.

WILLIAMS, DOC
WADC, Akron, Ohio.

WILLIAMS, FOSTER
WINS, New York, N. Y.

WILLIAMS, JACK
KYA, San Francisco, Calif.

WILLIAMS, JOHN
WWSR, St. Albans, Vt.

WILLIAMS, RUSSEL
WCOL, Columbus, Ohio.

WILLIAMS, TOM
WADC, Akron, Ohio.

WILLIAMS, TOM
WTJC, Jackson, Tenn.

WILLIAMS, W. T.
WPTF, Raleigh, N. C.

WILLIAMSON, PAUL
KOMA, Oklahoma City, Okla.

WILLIARD, GEORGE
KHJ, Los Angeles, Calif.

WILLIS, FORREST L.
WOKO, Albany, N. Y.

WILLS, ANNE
WATW, Ashland, Wisc.

WILLS, HARRY
WATW, Ashland, Wisc.

WILLS, JOE
KFJZ, Fort Worth, Texas.

WILLSON, COLMAN
Blue—P. C.

WILLSON, JIMMIE
WWDC, Washington, D. C.

WILSON, DON
NBC. Grape Nuts Show.

WILSON, EARLE D.
WNBH, New Bedford, Mass.

WILSON, ELVAN B.
WDAE, Tampa, Fla.

WILSON, GENE
KRLC, Lewiston, Idaho.

WILSON, GEORGE EARLE
KGBX, Springfield, Mo.

WILSON, GLENN
WTIC, Hartford, Conn.

WILSON, HERMAN
KFEL, Denver, Colo.

WILSON, JOE
WGAR, Cleveland, Ohio.

WILSON, STUART
KHJ, Los Angeles, Calif.

WILSON, TOM
KWFC, Hot Springs, Ark.

WILSON, VERNON
KYA, San Francisco, Calif.

WINN, WILLIAM
WJTN, Jamestown, N. Y.

WINNE, WILLIAM
WABY, Albany, N. Y.

WIRTH, DONALD
WMAM, Marinette, Wisc.

WISE, RUSSELL B.
WAKE, Akron, Ohio.

WISMER, BILLIE
WRBL, Columbus, Ohio.

WITHERSPOON, JOHN
WOLS, Florence, S. C.

WITTE, FRANZ
WTMA, Charleston, S. C.

WITTON, HARRY
CFCO, Chatham, Ont.

WIZIARDE, FRANK
KVAK, Atchison, Kans.

WOLF, JOHN ALLEN
CBS. Thom McAn Shoes, Sweetheart Soap, The Pause that Refreshes on the Air.

WOLFE, HOWARD
WIBC, Indianapolis, Ind.

WOOD, JAMES
WRBL, Columbus, Ga.

WOOD, LILLIAN
WGH, Newport News, Va.

WOODALL, SAM
WGH, Newport News, Va.

WOODWARD, HOWARD
WLW, Cincinnati, Ohio.

WOODWARD, RAY
WFTC, Kingston, N. C.

WOODBRIDGE, ROSS
WHEC, Rochester, N. Y.

WOODS, JIM
CKNB, Cambellton, N. B.

WOODWARD, DUTCH
KMMJ, Grand Island, Nebr.

WOOLF, JOHN M.
KOYL, Salt Lake City, Utah.

WOOLWINE, JAMES
KMTR, Los Angeles, Calif.

WORDEY, PHYLLIS
WBRY, Waterbury, Conn.

WORKMAN, LINDSAY
KPPC, Pasadena, Calif.

WORKMAN, NELLIE
KFGQ, Boone, Iowa.

WORLEY, DAVE
KWFT, Wichita Falls, Texas.

WORLINE, LORA BETH
KCKN, Kansas City, Kans.

WORSHAM, EVELYN
KPAB, Laredo, Texas.

WRAY, HALL
WGAA, Cedartown, Ga.

WRAY, OLIVE HENRY
WSLI, Jackson, Miss.

WRIGHT, BARBARA
WILM, Wilmington, Del.

WRIGHT, BLOYCE
WKY, Oklahoma City, Okla.

WRIGHT, BURTON
WKY, Oklahoma City, Okla.

WRIGHT, CHARLES
WELI, New Haven, Conn.

WRIGHT, DOUGLAS
WCAR, Pontiac, Mich.

WRIGHT, HOLLIS
WRC, Washington, D. C.

WRIGHT, KEN
WNOX, Knoxville, Tenn.

WRIGHT, MARION
WAYX, Waycross, Ga.

WRIGHT, PAUL
KCRC, Enid, Okla.

WVOLSTAD, MARVIN
KWLC, Decorah, Iowa.

WYLIE, ROBERT
WFJM, Youngstown, Ohio.

WYLIE, ROBERT
WHJB, Greensburg, Pa.

WYMER, JOHN
WCMI, Ashland, Ky.

— Y —

YANDLE, FLAVIUS
WTMC, Ocala, Fla.

YEAGER, MAURICE
KRLC, Lewiston, Idaho.

YELVINGTON, RAMSEY
KTSA, San Antonio, Texas.

YORTON, RAYMOND H.
KFIZ, Fond du Lac, Wisc.

YOUNG, CATHERINE
CFGP, Grande Prairie, Alberta.

YOUNG, DAVID R.
KHJ, Los Angeles, Calif.

YOUNG, E. V.
CBR, Vancouver, B. C.

YOUNG, FRANK
WOL, Washington, D. C.

YOUNG, J. J.
WERC, Erie, Pa.

YOUNG, JIM
WTMA, Charleston, S. C.

YOUNG, LYTLE
KORE, Eugene, Ore.

YOUNGBLOOD, WESLEY
KFGO, Lubbock, Texas.

YOUNKER, EARL
KTRH, Houston, Texas.

— Z —

ZAPEL, ARTHUR
WKZO, Kalamazoo-Grand Rapids, Mich.

ZIMMON, HAL
WHEB, Portsmouth, N. H.

ZINK, AL
WGY, Schenectady, N. Y.

ZINN, ZELDA
KTBC, Austin, Texas.

SPORTS COMMENTATORS

AND THEIR WORK DURING 1942

— A —

ADAMS, FELIX
WIBC, Indianapolis, Ind.

ADELMAN, PAT
KNOW, Austin, Texas.

ALBURTY, BOB
WHBQ, Memphis, Tenn.

ALEXANDER, JACK
WINN, Louisville, Ky.

ALEXANDER, JOHN
WFPG, Atlantic City, N. J.

ALEXANDER, OWEN
WAPI, Birmingham, Ala.

ALFRONSO, ANTONIO
WIAC, San Juan, P. R.

ALLEN, BOB
WEAU, Eau Claire, Wisc.

ALLEN, MEL
CBS, MBS-WOR, WMCA.

ALLEN, PHIL
KIDO, Boise, Idaho.

ALMAN, RICHARD
WKAT, Miami Beach, Fla.

ANTHONY, CHUCK
WKAR, East Lansing, Mich.

ARMSTRONG, FRANK
WJPR, Greenville, Miss.

ARTHUR, FRANK
KMJ, Fresno, Calif.

ASHBURN, BONNIE
KOWH, Omaha, Nebr.

ATCHISON, CHARLES
WDEF, Chattanooga, Tenn.

AVERY, BOB
WTHT, Hartford, Conn.

— B —

BABCOCK, WILLIAM
WMMN, Fairmont, W. Va.

BACON, ROGER
WTOL, Toledo, Ohio.

BAILEY, RICHARD
WMUR, Manchester, N. H.

BAILEY, TED
KTUL, Garden City, Kans.

BAKER, ROGER
WLW-WSAI, Cincinnati, Ohio.

BALL, BOB
KIUL, Garden City, Kans.

BALTER, SAM
WCPO, Cincinnati, Ohio.

BANKS, DAVE
WWL, New Orleans, La.

BARBER, RED
WOR, New York, N. Y.

BERENTS, BARRY
WTAG, Worcester, Mass.

BARRETT, TONY
WRBL, Columbus, Ga.

BARRY, JACK
WHEC, Rochester, N. Y.

BASTIC, TOM
KBND, Bend, Ore.

BATEY, DICK
CJVI, Victoria, B. C.

BATTERS, CHARLES
WFBL, Syracuse, N. Y.

BAUMANN, JAY
WJAG, Norfolk, Nebr.

BAXTER, LIONEL
WAPI, Birmingham, Ala.

BAXTER, VERNICE E.
WATN, Watertown, N. Y.

BAYEUR, R.
CHLT, Sherbrooke, Que.

BEACHBOARD, KENNETH
WISE, Asheville, N. C.

BEAUDRY, ROLAND
CBF, Montreal, Que.

BEDELL, A. D.
WCAP, Asbury Park, N. J.

BELCHER, ROD
KGVO, Missoula, Mont.

BELL, HILLIS
KVSO, Ardmore, Okla.

BELL, TED
KRSC, Seattle, Wash.

BENNETT, LEE
WAGA, Atlanta, Ga.

BENNETT, THURSTON
WRDW, Augusta, Ga.

BERKOWITZ, MILT
WNBC, Hartford, Conn.

BISHOP, BURTON
KTEM, Temple, Texas.

BLANCHARD, LOWELL
KNOX, Knoxville, Tenn.

BOCHMAN, BILL
WCOS, Columbia, S. C.

BOGGS, OTIS
WRUF, Gainesville, Fla.

BOLAND, JOE
WSBT, South Bend, Ind.

BOSS, KEITH
WHEB, Portsmouth, N. H.

BOUTROS, DICK
WCHV, Charlottesville, Va.

BOWMAN, ROY JOE
KFGG, Shawnee, Okla.

BOX, VES
KRLD, Dallas, Texas.

BOYD, HARVEY
KPLT, Paris, Texas.

BRANDT, DEL
KPOW, Powell, Wyo.

BRAY, DICK
WLW-WSAI, Cincinnati, Ohio.

BRENGLE, BILL
WWL, New Orleans, La.

BREWSTER, ED
WGAA, Cedartown, Ga.

BRICKHOUSE, JACK
WGN, Chicago, Ill.

BRIGHT, HARRY
WGBR, Goldsboro, N. C.

BRISENDINE, ROBERT
WRRF, Washington, N. C.

BROWN, ALLEN
WFOY, St. Augustine, Fla.

BROWN, FAY
KFYR, Bismarck, N. D.

BROWN, GUY
WOPI, Bristol, Tenn.

BROWN, MAX
KHAS, Hastings, Nebr.

BROWN, PAUL
WBNS, Columbus, Ohio.

BRUNTLETT, GEO.
KOBH, Rapid City, S. D.

BUCK, LOUIS
WSM, Nashville, Tenn.

BURCH, E. L.
WRNL, Richmond, Va.

BURICK, MARVIN
WIOD, Miami, Fla.

BURICK, SI
WHIO, Dayton, Ohio.

BURKE, CHARLIE
KXOX, Sweetwater, Texas.

BURRELL, HARRY
WOI, Ames, Iowa.

BURTON, DON
WLBC, Muncie, Ind.

BURWELL, ED W.
WHIT, New Berne, N. C.

BUXBAUM, PHILIP L., JR.
WELI, New Haven, Conn.

BYER, HAL
KWIL, Albany, Ore.

— C —

CARBERA, BERNABE
WNEL, San Juan, P. R.

CAIN, DOYLE
KFXD, Nampa, Idaho.

CALDER, WYLIE
WTMA, Charleston, S. C.

CAMERON, STEWART
WJNO, West Palm Beach, Fla.

CAMPAGNA, TED
WDAY, Fargo, N. D.

CAMPOS, ANTONIO
KNEL, San Juan, P. R.

CARAY, HARRY
WKZP, Kalamazoo-Grand Rapids, Mich.

CARMONA, AL
KVEC, San Luis Obispo, Calif.

CARPENTER, JAMES D.
WKBB, Dubuque, Iowa.

CARROLL, JIM
KWYO, Sheridan, Wyo.

CARSON, RAY
WWDO, Washington, D. C.

CASE, JACK
WWNY, Watertown, N. Y.

CECIL, HERMAN
KCMC, Texarkana, Ark.

CHAMBERLAIN, CARL
WSAY, Rochester, N. Y.

CHAPMAN, DAVID
KWFT, Wichita Falls, Texas.

CHAPMAN, JUDSON
WTAL, Tallahassee, Fla.

CHICK, BRUCE
CKWL, Windsor, Ont.

CHILDS, LELAND
WJLD, Bessemer, Ala.

CHYTIL, JOE
KELA, Centralia - Chehalis, Wash.

CLARK, HERBERT
KWBW, Hutchinson, Kans.

CLARK, J. B.
WDNC, Durham, N. C.

CLAYTON, BOVARD
WEBQ, Harrisburg, Ill.

CLAYTON, OLIVER
WJMC, Rice Lake, Wisc.

COFFIN, FRANK
KXRO, Aberdeen, Wash.

COHN, ART
KLX, Oakland, Cal.

COLLINS, JUD
WSM, Nashville, Tenn.

COLTON, TOM
WWSR, St. Albans, Vt.

CONN, MARVIN
WOWO-WGL, Fort Wayne, Ind.

CONRAD, STAN
WMFR, High Point, N. C.

CONSIDINE, BOB
WNEW, New York, N. Y.

COOK, LYNN
WKBH, La Crosse, Wisc.

COOKE, MURRAY
CKCA, Kenona, Ont.

COOKE, PHIL
WCBT, Roanoke Rapids, N. C.

CORLEY, BILL
WBNS, Columbus, Ohio.

COWELL, EDDIE
WJHL, Johnson City, Tenn.

CROSS, "RED"
WMAZ, Macon, Ga.

CRUICKSHANK, GERALD
CKNX, Wingham, Ont.

CUNNINGHAM, P. H.
KWOC, Poplar Bluff, Mo.

CUZAD, SAM
WLPM, Suffolk, Va.

— D —

DAILEY, TOM
WOW, Omaha, Nebr.

DAIN, ROLAND
KWLC, Decorah, Iowa.

DALE, HAROLD
WGTC, Greenville, N. C.

DAVIES, BOB
KFRE, Fresno, Calif.

DAVIS, CHARLES
WFBC, Greenville, S. C.

DAVIS, DON
KEVE, Everett, Wash.

DAVIS, JACK
WALL, Middletown, N. Y.

DAVIS, W. W.
KDRO, Sedalia, Mo.

DAVIS, WALT
WRRN, Warren, Ohio.

DAVIS, WENDY
WBZ-WBZA, Boston & Springfield, Mass.

DAY, JACK
WMVA, Martinsville, Va.

DELMONT, JAMES
KATE, Albert Lea, Minn.

DENNIS, DINTY
WQAM, Miami, Fla.

DeYOANNES, ARMONDO
WHLB, Virginia, Minn.

DIHLMANN, HANK
KROS, Clinton, Iowa.

DILWORTH, ROY
CBL-CBY, Toronto, Ont.

DIXON, BOB
WTAG, Worcester, Mass.

DOLAN, JIMMY
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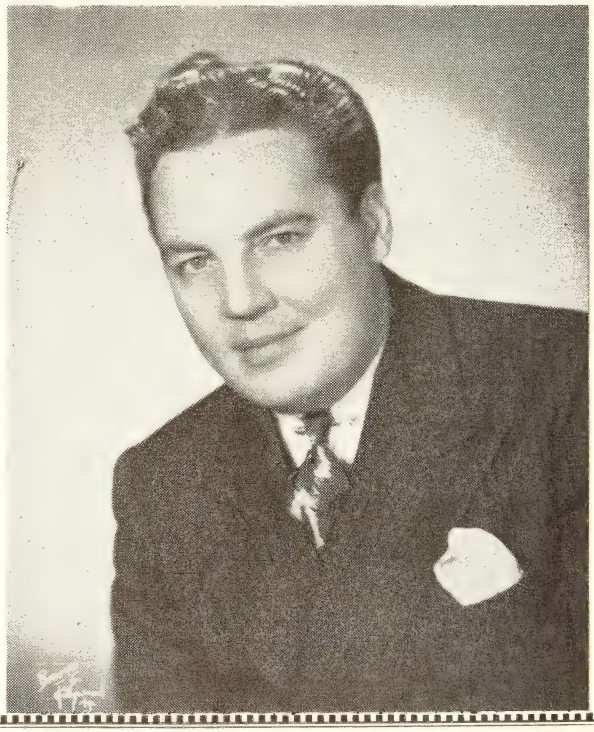

DONALDSON, ROBERT
KTSW, Emporia, Kans.
DOOLEY, JAMES
WHBC, Canton, Ohio.
DOUGLAS, STEVE
WRC, Washington, D. C.
DOWTY, BYRON
KALB, Alexandria, La.
DUDLEY, JIMMY
WKAR, East Lansing, Mich.
DUNBAR, STUART
KSAL, Salina, Kans.
DUNNE, BERT
NBC, CBS.
DUNPHY, DON
MBS-WOR, WINS.
DURKEE, HARRY
KFJM, Grand Forks, N. D.
DREW, AL
WBBB, Burlington, N. C.
DRYBURGH, DAVE
CKCK, Regina, Sask.
DYER, BILL
WITH, Baltimore, Md.

— E —

ELDER, DON
WMAQ, Chicago, Ill.
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WAYX, Waycross, Ga.
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WPAT, Paterson, N. J.
ELTON, DALTON
CJOC, Lethbridge, Alberta.
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WLOK, Lima, Ohio.
ERVIN, LEE
WDWS, Champaign, Ill.
ESCUDIER, R. A.
KVOL, Lafayette, La.
EUBANKS, BLAIR
WTAR, Norfolk, Va.
EVANS, BOB
WSPD, Toledo, Ohio.
EVANS, VIRGIL G.
WDLF, Panama City, Fla.

— F —

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CKCK, Regina, Sask.
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WGTM, Wilson, N. C.
FARRIS, J. H.
WGKV, Charleston, W. Va.
FALKNER, BILL
KYSM, Mankato, Minn.
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KUOA, Siloam Springs, Ark.
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WSPR, Springfield, Mass.
FERN, CHARLES J.
KTOH, Lihue, Hawaii.
FIELD, BRYAN
MBS.
FISHER, HENRY T.
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FISHER, RALPH
KVAN, Vancouver, Wash.
FISK, JOHN V.
WLAK, Lakeland, Fla.
FITZPATRICK, JACK
WJJD, Chicago, Ill.
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KLCN, Blytheville, Ark.
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FROST, WILLIAM
WISH, Indianapolis, Ind.

— G —

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WKBN, Youngstown, Ohio.
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CKTB, St. Catherines, Ont.
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WOWO-WGL, Fort Wayne, Ind.
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GAUCHER, ALBERT
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GEORGE, LEE
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GILLESPIE, FRANK
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KTRH, Houston,, Texas.
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KSTP, St. Paul-Minneapolis, Minn.
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WINS, New York, N. Y.
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KUTA, Salt Lake City, Utah.
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KGCX, Wolf Point, Mont.
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KCMO, Kansas City, Mo.
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MBS-WOR, New York, N. Y.
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KGHI, Little Rock, Ark.
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KSUB, Cedar City, Utah.

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WDAN, Danville, Ill.

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WAVE, Louisville, Ky.

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WLOF, Orlando, Fla.

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CFCH, North Bay, Ont.

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WCOL, Columbus, Ohio.

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KFOR, Lincoln, Nebr.

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WNLC, New London, Conn.

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WALA, Mobile, Ala.

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WOLS, Florence, S. C.

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WFNC, Fayetteville, N. C.

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KOAC, Corvallis, Ore.

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KVOE, Santa Ana, Calif.

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WERC, Erie, Pa.

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WCCO, Minneapolis-St. Paul, Minn.

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WSLS, Roanoke, Va.

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CKWS, Kingston, Ont.

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WRR, Dallas, Texas.

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KELLEY, BOYD
KRLH, Midland, Texas.

KELLEY, CHICK
WBRY, Waterbury, Conn.

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KMA, Shenandoah, Iowa.

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WMAM, Marinette, Wisc.

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CHML, Hamilton, Ont.

KENT, CARL
WAKR, Akron, Ohio.

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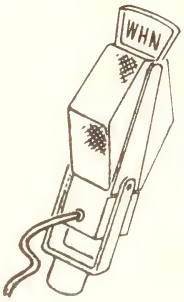

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KGFW, Kearney, Nebr.

KNOTT, JACK
WNAX, Yankton, S. D.

KNUTSON, MILO
KROC, Rochester, Minn.

KOLBMANN, JOHN
WHAT, Philadelphia, Pa.

KONZ, WALLY
KFIZ, Fond du Lac, Wisc.

KOZAK, RAYMOND
KMMJ, Grand Island, Nebr.

KROECK, LOU
KTMS, Santa Barbara, Calif.

KROEN, ED
WKPA, New Kensington, Pa.

KYLER, JIM
WCLO, Janesville, Wisc.

— L —

LACHENMEIER, RUDY
KXL, Portland, Ore.

LACKEY, F. ERNEST
WHOP, Hopkinsville, Ky.

LAIRD, BEN
WOSH, Oshkosh, Wisc.

LAKE, BERRY
WHO, Des Moines, Iowa.

LAMBETH, RALPH
WGBG, Greensboro, N. C.

LASSEN, LEO
KRSC, Seattle, Wash.

LAWRENCE, HAL
CKLW, Windsor, Ont.

LAYER, BRUCE
KPRC, Houston, Texas.

LEACH, EDWARD
WRRF, Washington, N. C.

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CKCL, Toronto, Ont.

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WHN, New York, N. Y.

LE SUEUR, PERCE
CKOC, Hamilton, Ont.

LIBBY, JOHN C.
WCOU, Lewiston, Me.

LOCHMAN, WALT
KMBC, Kansas City, Mo.

LOFFLER, GENE
WOI, Ames, Iowa.

LOMAX, STAN
WOR, New York, N. Y.

LONG, RUSSELL
WCSC, Charleston, S. C.

LORIG, MARVIN
WGPC, Albany, Ga.

LUNDQUIST, ELDON
WTRC, Elkhart, Ind.

LYMAN, STUART
WCAT, Rapid City, S. D.

LYTLE, HARRY
WMAN, Mansfield, Ohio.

— M —

MABRY, JOE
WHUB, Cookeville, Tenn.

MADDOCK, LLOYD
KROW, Oakland, Calif.

MARGET, MANNY
KVOX, Moorehead, Minn.

MALOY, JOHN D.
WLAW, Lawrence, Mass.

MANLY, BONNER
WAIM, Anderson, S. C.

MANN, STU
WDGY, Minneapolis-St. Paul, Minn.

MANNING, TOM
WTAM, Cleveland, Ohio.

MANTON, BILL
WMOB, Mobile, Ala.

MAPLES, GRADY
KICA, Clovis, N. M.

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WDBO, Orlando, Fla.

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MARSHALL, NORMAN
CHML, Hamilton, Ont.

MARTA, JOHN
WATW, Ashland, Wisc.

MARTIN, JACK
WKBH, La Crosse, Wisc.

MARTIN, LOUIS
KCAM, Pittsburg, Kans.

MATTHEWS, JOSEPH B.
WGKV, Charleston, W. Va.

MAYHEW, F. E. "TINY"
KASA, Elk City, Okla.

McALLISTER, R. B.
KFGO, Lubbock, Texas.

McBRIDE, LESTER
KGLU, Safford, Ariz.

McCAMPBELL, DALE
KVOR, Colorado Springs, Colo.

McCLANAHAN, STEEL
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McDONALD, BOB
KGNC, Amarillo, Texas.

McDONALD, JACK
KYA, San Francisco, Calif.

McDONALD, L. A.
CFCY, Charlottetown, P. E. I.

McELVEEN, MOODY
WCOS, Columbia, S. C.

McGOFFIN, W. M.
KXRO, Aberdeen, Wash.

McGOWAN, JIM
WLOG, Logan, W. Va.

McGOWN, W.
CFJC, Kamloops, B. C.

McGUIRE, MACK
WLAV, Grand Rapids, Mich.

McINTYRE, CHARLES
WMBH, Joplin, Mo.

McKEY, WIBBY
WBML, Macon, Ga.

McKINNEY, BILL
WCOP, Boston, Mass.

McKINNY, JAMES
WLVA, Lynchburg, Va.

McKNIGHT, WES
CFRB, Toronto, Ont.

McLAWHORN, CHARLES
WMRC, Greenville, S. C.

McLEOD, DUKE
CJKL, Kirkland Lake, Ont.

McLINN, STONLEY
WIP, Philadelphia, Pa.

McNAMARA, JIM
WMOB, Mobile, Ala.

MERNA, JOHN
WIBX, Utica, N. Y.

MICHAEL, RAYMOND
WMAL, Washington, D. C.

MICHAELS, BILL
KABC, San Antonio, Texas.

MILDER, NATE
WHIZ, Zanesville, Ohio.

MILLER, CALVIN
WISR, Butler, Pa.

MILLER, PAUL J.
WWVA, Wheeling, W. Va.

MINER, RICHARD
WICA, Ashtabula, Ohio.

MITCHELL, CAMERON
WSRR, Stamford, Conn.

MOAN, KELLY
WAJR, Morgantown, W. Va.

MOFFETT, CHARLES
WFVA, Fredericksburg, Va.

MOLEN, SAM
WCHS, Charleston, W. Va.

MOONEY, GEORGE
KFIO, Spokane, Wash.

MOOREHEAD, THOMAS N.
WFIL, Philadelphia, Pa.

MORELAND, HARRY
WDOD, Chattanooga, Tenn.

MOREY, ART
KWJJ, Portland, Ore.

MORRIS, JACK
KTUL, Tulsa, Okla.

MORRIS, JAMES
KOAC, Corvallis, Ore.

MORRIS, TRUMAN
WOMI, Owensboro, Ky.

MORTON, EARL
CHNS, Halifax, N. S.

MULLINAX, ED
WLAG, La Grange, Ga.

MURRAY, JOHN
KFIZ, Fond du Lac, Wisc.

— N —

NAUGHTON, RUSSELL
WDRC, Hartford, Conn.

NESBITT, DICK
WKRC, Cincinnati, Ohio.

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WHEB, Portsmouth, N. H.

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WKOK, Sunbury, Pa.

NORMAN, CHUCK
KBIZ, Ottumwa, Iowa.

NORMAN, NEIL
WIL, St. Louis, Mo.
NORMANDIN, MICHEL
CHLP, Montreal, Que.

— O —

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WMCA, New York, N. Y.
O'DAY, BILL
WBLK, Clarksburg, W. Va.
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O'HAIRE, GENE
WGY, Schenectady, N. Y.
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WLDS, Jacksonville, Ill.
O'HARA, JOHN
KWK, St. Louis, Mo.
ORNEST, SAUL
CKOV, Kelowna, B. C.
OWENS, MOREY
WROK, Rockford, Ill.

— P —

PAGE, TOM
KVOD, Denver, Colo.
PAGET, JOE
KATE, Albert Lea, Minn.
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WRJN, Racine, Wisc.
PATRICK, VAN
WHBF, Rock Island, Ill.
PAULSON, AL
KOBH, Rapid City S. D.
PEARSON FORT
WMAQ, Chicago, Ill.
PEEBLES, BOB
WKNE, Keene, N. H.
PENFIELD, ADD
WSB, Atlanta, Ga.
PENGRA, MARSHALL H.
KRNR, Roseburg, Ore.
PEPE, JOHNNY
WPIC, Sharon, Pa.
PETERS, KEN
KTMS, Santa Barbara, Calif.
PETTEGREW, C. W.
WOSU, Columbus, Ohio.
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WROL, Knoxville, Tenn.
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CFGP, Grande Prairie, Alberta.
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CBV, Quebec, Que.
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WEST, Easton, Pa.
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KOVO, Provo, Utah.
PLEDGER, DOUGLAS
WSAU, Wausau, Wisc.
POINTEL, CHARLES
WRDW, Augusta, Ga.
PRESTON, C.
KWAL, Wallace, Idaho.

— Q —

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— R —

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KWFC, Hot Springs, Ark.
RUGH, VIC
KOIL, Omaha, Nebr.
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WBAX, Wilkes-Barre, Pa.
RYDER, LES
WCED, Du Bois, Pa.

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KGCX, Wolf Point, Mont.
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WTRY, Troy, N. Y.
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WOC, Davenport, Iowa.
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WKOK, Sunbury, Pa.
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SHERMAN, IRVING
SHERRY, ED
SHERWOOD, ROBERT E.
SHEVEY, HY
SHIRER, WILLIAM L.
SHIRLEY, VIVIAN
SHORE, VIOLA BROTHERS
SHOEMAKER, ELEANOR
SILLS, TED
SILVER, DOUGLAS
SIMON, ROBERT A.
SINGER, RAY
SINGER, SID
SKLAR, MICHAEL
SLOAN, MARJORIE
SLOANE, ROBERT R.
SLON, SIDNEY
SLOTT, JOHN
SMITH, CARLETON SPRAGUE
SMITH, G. K.
SMITH, BOB
SMITH, MARK S.
SMITH, VICTOR
SOLOMAN, LOUIS
SOMMERS, JAY
de SOOS, ALICE S.
de SOOS, ANDOR
SPAFFORD, ROBERT
SPECK, EUGENE
SPEER, CHARLES C.
SPITZER, EVA
SPITZER, MARIAN
STAFFORD, GENE
STANDARD, TONY
STARK, SHELDON
STEELE, PETER
STEINBERG, EDMUND
STELLMAN, GEORGE H.
STILES, VILLA
STIRLING, NORA
STONE, LYNN
STONE, ROBERT B.
STRASS, HAL R.
STRUTT, ERIC
STULLA, BETTY
STULLA, WILLIAM
SUSSAN, HERBERT SPENCER
SUTTON, WAIN
SWEETS, WILLIAM M.

— T —

TALLMAN, ROBERT
TANCHUCK, NATHANIEL
TASEK, WILLIAM
TAYLOR, DAVID
TAZEWELL, CHARLES
TEICHMAN, HOWARD
TEMPLIN, DAN M.
THAYER, HENRY
THOMAS, CLIFF
THOMAS, KENNETH
THOMAS, L. W.
THOMPSON, JOHN H.
THOMPSON, LYNNE
THOMPSON, R. P.
THORN, PHILIP RHODES
THORN, SYLVIA M.
THORNTON, FRANK
TERKEL, LOUIS
TIPTON, DEAN
TOLG, RUSS
TOMLINSON, EVERETT
TOMPKINS, JANE
TOOTLE, HARRY KING
TOVROV, ORIN
TOWNSEND, DALLAS S.
TOWNSEND, LEO
TRIVERS, BARRY
TROUT, BOB
TUCKER, JAMES ERIC
TUNICK, IRV.
TWERP, JOE

— U —

ULLMAN, ELWOOD
UPTON, MONROE
UZZELL, THOMAS G.

— V —

VAN LOON, HENDRICK WILLEM
VAN, MILDRED
VANDA, CHARLES
VANDERCOOK, JOHN
VAN GLUCK, STEPHEN
VAN SICKLE, RAYMOND
VARNEY, CHASE
VERRAL, CHARLES SPAIN
VICTOR, DAVID
VOILS, PATRICIA
VOLLMER, LULA

— W —

WALKER, ALLEN W.
WALKER, TURNLEY
WALLACE, EDWARD R.
WALLISER, RUTH
WALPOLE, HELEN
WALSH, HENRY H.
WALTON, BOYCE M.
WARDE, SHIRLEY
WAYNE, ROSEMARY
WEBB, KENNETH
WEBBER, GORDON
WEFING, HENRY
WEINBERG, ARTHUR
WEINROOT, LEO
WELLES, ORSON
WELLINGBROOK, KATHRINE
WELLS, ALAN W.
WENDELL, DOROTHY DAY
WEST, JANE
WEST, LESLIE
WEST, PAUL
WEST, WALLACE G.
WESTGATE, THEODORE HEATH
WETZL, ROBERT
WHARTON, JAMES B.
WHITE, DAVID
WHITE, LEO
WHITE, ROBERT GILLETT
WILBUR, CRANE
WICKER, IREENE
WILKERSON, MARTY
WILLIAMS, ALBERT N.
WILLIAMS, JR., HERSCHEL V.
WILLIAMSON, MEL
WILSON, ALLAN
WILSON, ELITA
WILSON, FRANCES G.
WILSON, J. DONALD
WILSON KATHLEEN
WILSON, PRISCILLA
WINCHELL, PRENTICE
WINCHELL, WALTER
WINIKUS, FRANCES M.
WISBERG, AUBREY
WITTY, DON
WOODMAN, RUTH CORNELL
WORKS, ELEONORA C.
WRIGHT, WATKINS E.
WYLIE, MAX

— Y —

YAGER, FELIX
YOAKEM, LOLA GOELET
YOULE, CLERITON
YOUNG, JOHN

— Z —

ZIMM, MAURICE

BACKSTAGE

Those Engaged in Radio Production during 1942

— A —

ADAMS, CHARLES F.
WMVA, Martinsville, Va.

ADAMS, FELIX
WIBC, Indianapolis, Ind.

ADAMS, GLENN
WIS, Columbia, S. C.

ADLEMAN, PAT
KNOW, Austin, Texas.

ALEY, JACK
WGTC, Greenville, N. C.

ALDRIDGE, WILLIAM O.
WPAY, Portsmouth, Ohio

ALEXANDER, ALTON
Blue. Soliders of Production, Show of Yesterday and Today.

ALLAN, ED
WFPG, Atlantic City, N. J.

ALSOP, CARLTON
NBC. Abie's Irish Rose.

AMBRUSTER, RUSSELL CO.
NBC.

ANDERSON, C. R.
KFEL, Denver, Colo.

ANDREW, KEITH
WSOY, Decatur, Ill.

ANTHONY, BOB
WFBC, Greenville, S. C.

ANTHONY, N.
CJOR, Vancouver, B. C.

ARMBRISTER, CYRIL
Blue.

ARTHUR, JON
WIBC, Indianapolis, Ind.

ATHEARN, BOB
WHEB, Portsmouth, N. H.

AUSMAN, BURT
WCLO, Janesville, Wisc.

AYE, TOM
WKPA, New Kensington, Pa.

AYERES, HAL
KMTR, Los Angeles, Calif.

— B —

BAKER, JANET
WHBC, Canton, Ohio.

BAKER, RAYMOND W.
WITH, Baltimore, Md.

BALFE, KIERAN
WISR, Butler, Pa.

BAMBRICK, GORDON
KGW-KEX, Portland, Ore.

BARNES, BETH
WSB, Atlanta, Ga.

BARNES, JOHN
CBR, Vancouver, B. C.

BARNHART, CHARLES E.
WMBD, Peoria, Ill.

BARR, FRED
WWRL, Woodside, N .Y.

BARRETT, MAURICE
WHN, New York, N. Y.

BARRETT, TONY
WRBL, Columbus, Ga.

BARTLETT, MARCUS
WSB, Atlanta, Ga.

BATES, KARL
WKBN, Youngstown, Ohio.

BATEY, DICK
CJVI, Victoria, B. C.

BATSON, MARGERY
KYSM, Mankato, Minn.

BAXTER, LEE
WBOW, Terre Haute, Ind.

BAYEUR, ROLAND
CHLT, Sherbrooke, Que.

BEACHBOARD, KENNETH
WISE, Asheville, N. C.

BEAN HAROLD
WMAQ, Chicago, Ill.

BEAN RANDOLPH
WLVA, Lynchburg, Va.

BELL, JACK
WLW, Cincinnati, Ohio.

BELL, JOSEPH
Blue.

BELCHER, JERRY
WCKY, Cincinnati, Ohio.

BELL, ORTH
KFAB, Lincoln, Nebr.

BENITEZ, RAFAEL H.
WIAC, San Juan, P. R.

BENNETT, BILL
WKBZ, Muskegon, Mich.

BENNETT, BONNIE
KFDA, Amarillo, Texas.

BENNETT, DONALD
KWBW, Hutchinson, Kans.

BENNETT, DON
KYW, Philadelphia, Pa.

BERG, HAROLD
WARM, Scranton, Pa.

BERNARD, DON
United States Treasury Show NBC, Blondie CBS.

BERNS, LARRY
CBS. Joe and Ethel Turp.

BENOT, JACK
WPAD, Paducah, Ky.

BICE, ROBERT L.
KMTR, Los Angeles, Calif.

BIONDI, FERDINAND
CKAC, Montreal, Que.

BIRD, J. C.
WCAF, Asbury Park, N. J.

BLACK, C. R.
KWTO-KGBX, Springfield, Mo.

BLACK, JACK
WGM, Newport News, Va.

BLACK, W. SHIRL
KOVO, Provo, Utah.

BLAIS, YVON
CHLT, Sherbrooke, Que.

BLAKE, F. B.
WOCB, Hyannis-West Yarmouth, Mass.

BLANCHARD, LOWELL
KNOX, Knoxville, Tenn.

BLAND, AL
WCKY, Cincinnati, Ohio.

BLISS, TED
KNX, Los Angeles, Calif.

BLOMEYER, LLOYD
KLCN, Blytheville, Ark.

BLUE, IRA
KQW, San Jose, Calif.

BOATES, J.
CKOV, Kelowna, B. C.

BOORAEM, HENDRIK, JR.
Time to Smile NBC, Those We Love CBS-NBC, Burns and Allen CBS-NBC.

BOUCHIER, BOB
KOBH, Rapid City, S. D.

BOWMAN, ROY JOE
KGFF, Shawnee, Okla.

BOWER, ROGER
WOR, New York, N. Y.

BOWMAN, RUSSELL
WSOY, Decatur, Ill.

BOYD, AL
WLS, Chicago, Ill.

BOYD, HUGH
CBK, Watrous, Sask.

BROWN, H.
Blue. Inner Sanctum Mystery.

BUCHANAN, STUART
Blue.

BURLEY, G. A.
WCAP, Asbury Park, N. J.

BURNS, BERNICE
CKOC, Hamilton, Ont.

BURWELL, TED
WGBR, Goldsboro, N. C.

BUENNING, PAUL
KOMA, Oklahoma City, Okla.

BUGG, FRED
WSVA, Harrisburg, Va.

BRADFORD, JOHN
WFMJ, Youngstown, Ohio.

BRADY, WILLIAM P.
WEDC, Chicago, Ill .

BRATSBERG, HAROLD
KFPY, Spokane, Wash.

BRAXRON, JACK
WGTM, Wilson, N. C.

BRISENDINE, ROBERT
WRRF, Washington, N. C.

BROWN, ALLEN
WFOY, St. Augustine, Fla.

BROWN, ANDERSON
WGBG, Greensboro, N. C.

BROWN, HOWARD
WIP, Philadelphia, Pa.

BROWNE, EDWIN
KMBC, Kansas City, Mo.

BROWNE, G. PAUL
WAIM, Anderson, S. C.

BRUNTLETT, GEORGE E.
KOBH, Rapid City, S. D.

BRYSON CONREY
KTSM, El Paso, Texas.

— C —

CAINE, HOWARD
CKOC, Hamilton, Ont.

CALDER, EDDIE
KHUB, Watsonville, Calif.

CALDWELL, JAY
WOL, Washington, D. C.

CAMERON, DAN E.
CBK, Watrous, Sask.

CAMPBELL, G. M.
WLS, Chicago, Ill.

CAMPBELL, RACHEL
CBA, Sackville, N. B.

CAMPBELL, VANN
WDEF, Chattanooga, Tenn.

CAMPBELL, VICTOR
WGY, Schenectady, N. Y.

CAMY, E.
KWAL, Wallace, Ida.

CAPLAN, RUPERT
CBM, Montreal, Que.

CARDWELL, MAREN
KCKN, Kansas City, Kans.

CARLO, MICHAEL
WIBX, Utica, N. Y.

CARSON, RAY
WWDC, Washington, D. C.

CARTER, WOODBURY
WTRY, Troy, N. Y.

CATTON, DAVID S.
CBR, Vancouver, B .C.

CENTOLA, GREGORY
WMCA, New York, N. Y.

CHAMBERLAIN, HOWARD
WLW, Cincinnati, Ohio.

CIPRIANO, RUDOLFO
KPAB, Laredo, Texas.

CLARK, J. B.
WDNC, Durham, N. C.

CLAUDY, M. E.
WHIZ, Zanesville, Ohio.

CLOYD, MARVIN
KBTM, Jonesboro, Ark.

COBB, GROVER
KSAL, Salina, Kans.

COFEY, VINCENT G.
WMRO, Aurora, Ill.

COIN, JAMES R.
KXO, El Centro, Calif.

COLE, BEN
WLIB, Brooklyn, N. Y.

COLLING, ERNEST S.
NBC.

COLTER, BERT
WMUR, Manchester, N. H.

CONNOLLY, DUDLEY
WWRL, Woodside, N. Y.

CONRAD, STAN
WMFR, High Point, N. C.

COLTON, TOM
WWSR, St. Albans, Vt.

CONNER, WILLIAM
WEAU, Eau Claire, Wisc.

COOK, BONNIE
KICA, Clovis, N. M.

COOK, RONNIE
KGCX, Wolf Point, Mont.

COOPER, MADGE L.
WMRN, Marion, Ohio.

COPE, DON
NBC. Story of Mary Marlin.

CORNELL, SYD
WKRC, Cincinnati, Ohio.

CORWIN, NORMAN
CBS. An American In Russia, Good To Know You.

COX, WES
CKOC, Hamilton, Ont.

COTTON, LARRY
KTSW, Emporia, Kans.

CRAIG, KEN
KQW, San Jose, Calif.

CRANDALL, BRAD
WDAF, Kansas City, Mo.

CROCKETT, DAVID
KCMC, Texarkana, Ark.-Texas

CROMWELL, GEORGE N
CHSJ, Saint John, N. B.

CROSBIE, J. C.
CBA, Sackville, N. B.

CRUISKSHANK, GERALD
CKNX, Wingham, Ont.

CULVER, CAL
KFYR, Bismarck, N. D.

CUMMINGS, GORDON H.
CFGP, Grand Prairie, Alberta.

CUNNINGHAM, OWEN
KGMB, Honolulu, T. H.

CUPP, ROD
WLS, Chicago, Ill.

— D —

DAIN, ROLAND
KWLC, Decorah, Ia.

DALE, STEPHEN
CBA, Sackville, N. B.

DALES, WALTER
CJCA, Edmonton, Alberta.

DALY, JOSEPH
NBC.

DANIELS, ELIZABETH
KDAL, Duluth, Minn.

DARLING, THOMAS
CHML, Hamilton, Ont.

DAVIS, JOHN
WWSW, Pittsburgh, Pa.

DAWES, BILL
WCKY, Cincinnati, Ohio.

DAY, GEORGE
KPAB, Laredo, Texas.

DEAN, B. W.
WLS, Chicago, Ill.

DEAN, ROBERT J.
KOMH, Rapid City, S. D.

DE ANGELO, CARLO

CBS. Story of Bess Johnson, Myrt & Marge.

DEAVIELL, BERNARD
CBK, Watrous, Sask.

DELLA CIOPPA, GUY,
CBS. An American In Russia, Womanpower, Night-time Showcase.

DE MOSS, LYLE
WOW, Omoha, Nebr.

DERBYSHIRE, JOSEPH
KYW, Philadelphia, Pa.

DETZEL, C.
WLEU, Erie, Pa.

DEVINE, OTTIS
WSM, Nashville, Tenn.

DEVORE, TOM
WBNS, Columbus, Ohio.

DICKEN, NORMAN
Blue.

DICKSON, BRICE
KWKH, Shreveport, La.

DIERKES, SHIELD
WWJ, Detroit, Mich.

DIETZ, JOHN
CBS. Commandos, Suspense.

DIXON, DON
WCAE, Pittsburgh, Pa.

DIXON, MASON
KNOX, Knoxville, Tenn.

DOBSON, GEORGE
CKBI, Prince Albert, Sask.

DONAHOE, HOWARD
WSPD, Toledo, Ohio.

DORSEY, ROD
WOLS, Florence, S. C.

DREXLER, BOB
WSAZ, Huntington, W .Va.

DRISCOLL, RICHARD V.
WBTA, Batavia, N. Y.

DUFORD, R.
CHLT, Shrebrooke, Que.

DUMONT, PAUL
NBC.

DUNHAM, EDWIN L.
NBC.

DUNLAP, WALLACE
WMOP, Mobile, Ala.

DUNLOP, ROY G.
CBR, Vancouver, B. C.

DUNNE, BETTY
KTAR, Phoenix, Ariz.

DUPOIS, PAUL
CBF, Montreal, Que.

— E —

EDWARDS, MARION
KROW, Oakland, Calif.

EHRMAN, ROBERT
WJSV, Washington, D. C.

EICHORN, FRED
KXL, Portland, Ore.

ELEAZER, J. M.
WFIG, Sumter, S. C.

ELLIOTT, R.
KVRS, Rock Spring, Wyo.

ELLIOTT, WALLACE
KROW, Oakland, Calif.

ELLIOTT, WENDELL
KSAL, Salina, Kans.

ELLIOTT, WILLIAM B.
KVOE, Santa Ana, Calif.

ELLSWORTH, AL
WLAV, Grand Rapids, Mich.

ELLYSON, ROGER
CHLN, Three Rivers, Que.

EMERY, BOB
Rainbow House WOR, Battle of the Boroughs WOR, Did You Hear WMCA.

ENGELBACH, DEVERE
Blue.

ENTRIKAN, KNOWLES
NBC. Adventures of Ellery Queen.

ERWIN, GEORGE
KFJZ, Fort Worth, Texas.

ESCOUDIER, R. A.
KVOL, Lafayette, La.

ESSER, WRIGHT
KJR-KOMO, Seattle, Wash.

— F —

FABER, GEORGE
WMFD, Wilmington, N. C.

FARRIS, J.
WGKV, Charleston, W. Va.

FEINE, H. M.
WSPR, Springfield, Mass.

FENDER, WILLIAM
WHOM, Jersey City, N .J.

FERRER, MELCHOR G.
NBC.

FERRIS, RAY
WLS, Chicago, Ill.

FIFER, C. A.
WTAD, Quincy, Ill.

FINGER, LEONARD
Blue.

FISHBURN, ALAN
WMAQ, Chicago, Ill.

FISK, JOHN V.
WLAK, Lakeland, Fla.

FITZGERALD, DON
KJR-KOMO, Seattle, Wash.

FITZGERALD, FRANCIS
WSOC, Charlotte, N. C.

FORBES, JOHN
KXRO, Aberdeen, Wash.

FLENNIKEN, JIM
WBRW, Welch, W. Va.

FLINT, HARRISON
CKGB, Timmins, Ont.

FOWLER, JIMMY
WGPC, Albany, Ga.

FRAMER, WALT
WWSW, Pittsburgh, Pa.

FREDERICK, RAY
KFJM, Grand Forks, N. D.

FREED, ALAN
WKST, New Castle, Pa.

FREEMAN, MALLORY
WRNL, Richmond, Va.

FRENCH, KEN
WHEC, Rochester, N. Y.

FRICK, HENRY
WJHL, Johnson City, Tenn.

FROST, WILLIAM
WISH, Indianapolis, Ind.

FRY, RICHARD L.
CHNS, Halifax, N. S.

FULKS, SIM CLARK
Blue.

FULTON, DAVID
WCHS, Charleston, W. Va.

— G —

GAINES, SAMMY
WAIM, Anderson, S. C.

GAMBLE, BAXTER
KGGM, Albuquerque, N. M.

GARDNER, WARD
WHYN, Holyoke, Mass.

GARDNER, W. R.
CKMO, Vancouver, B. C.

GARFIELD, SCOTT
WIBX, Utica, N. Y.

GARLAND, CHARLES
KMPC, Beverly Hills, Calif. Hollywood on Parade, Voice of Filmland.

GARRIGUS, F. H.
WEEI, Boston, Mass.

GAUTHIER, J. L.
CHLT, Sherbrooke, Que.

GEIS, HELEN
KSAL, Salina, Kans.

GEORGE, HOWARD
WKPA, New Kensington, Pa.

GEORGE, ROY
KRLD, Dallas, Texas.

GEWINNER, HOLT
WMAZ, Macon, Ga.

GIBBS, PARKER
WMAQ, Chicago, Ill.

GIBNEY, JACK
WRBL, Columbus, Ga.

GIERLACH, CHESTER
NBC.

GILES, BOB
CHAB, Moose Jaw, Sask.

GILLESPIE, WARING
WMCA, New York, N. Y.

GILLETTE, LELAND J.
WAAF, Chicago, Ill.

GIRARDIN, R. G.
WEEI, Boston, Mass.

GOGGIN, RICHARD J.
WABC, New York, N. Y.

GOLDSMITH, GEORGE
KTSW, Emporia, Kans.

GOODE, RICHARD
WRDW, Augusta, Ga.

GOODWIN, A.
CKMO, Vancauver, B. C.

GOODWIN, SID
KFI-KECA, Los Angeles, Calif.

GORALL, LESLIE
WGKV, Charlestown, W. Va.

GORDON, LARRY
WSTV, Steubenville, Ohio.

GOSCH, MARTIN
Keep 'em Rolling MBS, Abbott & Costello NBC, The Remarkable Miss Tuttle NBC, The Nichols Family NBC.

GOTTLIEB, JOSEPH
WCAU, Philadelphia, Pa.

GOULD, PAUL
WLIB, Brooklyn, N. Y.

GOULET, BERNARD
CKAC, Montreal, Que.

GOVER, CURTIS
WMSL, Decatur, Ala.

GRADY, JOE
WHAT, Philadelphia, Pa.

GRAHAM, A. W.
WKST, New Castle, Ga.

GRAHAM, WALTER
WMAZ, Macon, Ga.

GRAY, VICTOR
CJAT, Trail, B. C.

GREGORY. MARK
WCPO, Cincinnati, Ohio.

GREGORY, MEL C.
KTOH, Lihue, T. H.

GREY, LEAH
KOAM, Pittsburg, Kans.

GRIER, HARRY
KTRH, Houston, Texas.

GRIFFIN, BETTY
WIBX, Utica, N. Y.

GROSJEAN, FRANK
WJW, Akron, Ohio.

GROVE, HARRY
WAAF, Chicago, Ill.

GROVES, VERNE
CJVI, Victoria, B. C.

GUNDERSON, LEROY
KFAM, St. Cloud, Minn.

— H —

HAASE, WALTER B.
WDRC, Hartford, Conn.

HADLEY, CARDEN
KEVE, Everett, Wash.

HAFTER, ROBERT
KNX, Los Angeles, Calif.

HALL, EDITH
WAIM, Anderson, S. C.

HALVORSON, OSCAR
KFJM, Grand Forks, N. D.

HAMILTON, CLARENCE
CKNX, Wingham, Ont.

HAMILTON, GENE
Blue.

HANCOCK, HUNTER
KPAB, Laredo, Texas.

HANNON, STUART
KGO, San Francisco, Calif.

HANEY, LORAN A.
WKBZ, Muskegon, Mich.

HARDER, JACK
WAYX, Waycross, Ga.

HARDING, BILL
WINS, New York, N. Y.

HARGIS, R. R.
WDSU, New Orleans, La.

HARLESS, DANIEL
WSAV, Savannah, Ga.

HARRELL, WAYNE
KRLH, Midland, Texas.

HARRIS, DAVID H.
WTAG, Worcester, Mass.

HARRIS, LESLIE
WQAM, Miami, Fla.

HARTZELL, JEAN
WFMJ, Youngstown, Ohio.

HATCHER, WARD
WGRC, New Albany, Ind.

HAUPT, JAMES
NBC.

HAYES, MAURICE
WSUN, St. Petersburg, Fla.

HAYTON, ROBERT
KGVO, Missoula, Mont.

HEADY, KENNETH
KCMO, Kansas City, Mo.

HEIBECK, FRANK
WLOK, Lima, Ohio.

HELPS, N.
CFRN, Edmonton, Alberta.

HENDERSON, BROOKS
KSTP, St. Paul-Minneapolis, Minn.

HENLEY, DAVE
WDAY, Fargo, N. D.

HERGET, JOE
WCHS, Charleston, W. Va.

HERMAN, CHESTER
WSAI-WLW, Cincinnati, Ohio.

HEWETSON, H.
CFCF, Montreal, Que.

HEYSER, FRAN
KMBC, Kansas City, Mo.

HICKS, CHARLES
WSOC, Charlotte, N. C.

HIESTAND, BOB
KFI-KECA, Los Angeles, Calif.

HIGGINS, KEN
KFI-KECA, Los Angeles, Calif.

HILL, D.
CKMO, Vancouver, B. C.

HILL, JACK
WMAQ, Chicago, Ill.

HILL, JULIA
WHEB, Portsmouth, N. H.

HILLIAS, MARGARET
KCMO, Kansas City, Mo.

HOHFELD, FERD
WIL, St. Louis, Mo.

HOLDEN, K.
KBKR, Baker, Ore.

HOLLAND, RENE
WLPM, Suffolk, Va.

HOLMAN, CLIFF
WFCI, Pawtucket, R. I.

HOLMES, AUDREY
KYSM, Mankato, Minn.

HORLEY, RALPH
CHAB, Moose Jaw, Sask.

HORTON, ELMER
KCKN, Kansas City, Kans.

HOTALING, EARL
WBTM, Danville, Va.

HOWARD, DENNIS
KXL, Portland, Ore.

HOWARD, HERB
WNAX, Yankton, S. D.

HUBER, RUSSELL
WKBH, La Crosse, Wisc.

HUDDLESTOS, PAUL
WBBB, Burlington, N. C.

HULL, DICK
WOI, Ames, Ia.

HUMPHREY, WATSON
KGO, San Francisco, Calif.

HYLES, VERNON
WBT, Charlotte, N. C.

— J —

JACK, BILL
KFBC, Cheyenne, Wyo.

JACOBS, EDGAR
WABC, New York, N. Y.

JACOBS, TOM
KTRH, Houston, Texas.

JACOBSON, ARTHUR
WMAQ, Chicago, Ill.

JARMAN, J. FRANK
WDNC, Durham, N. C.

JASS, MELVIN
KUTA, Salt Lake City, Utah.

JEFFRAY, WILLIAM
WOL, Washington, D. C.

JENKINS, RON
WSOC, Charlotte, N. C.

JENNINGS, DUNCAN
KTAR, Phoenix, Ariz.

JEROME, LEWIS
WTNJ, Trenton, N. J.

JOACHIM, MAURICE
WHN, New York, N. Y.

JOHNSON, TED
KFBI, Wichita, Kans.

JOHNSTON, CLINT
CBS, School of the Air.

JOLIFF, C. R.
WADC, Akron, Ohio

JONAS, PAUL M.
WFLA, Tampa, Fla.

JONES, PAUL
WLW, Cincinnati, Ohio.

JOSELOFF, STANLEY
NBC, Time To Smile.

JOYNER, FRED
WHKC, Columbus, Ohio.

— K —

KARL, MAX
WCCO, Minneapolis-St. Paul, Minn.

KARN, BILL
WLW-WSAI, Cincinnati, Ohio.

KARZMARK, CLARENCE
KFJM, Grand Forks, N. D.

KAUFMAN, ROBERT L.
WISR, Butler, Pa.

KELLY, NOVAL RAY
NBC.

KELLY, PAT
KFRC, San Francisco, Calif.

KENNEDY, KEN
KTMS, Santa Barbara, Calif.

KENNEDY, S. R.
CBA, Sackville, N. B.

KENNEY, STUART
CHML, Hamilton, Ont.

KERRIGAN, JACK
WHO, Des Moines, Ia.

KESTEN, BO B
CKWS, Kingston, Ont.

KIDDER, PATRICIA BURNS
KMYR, Denver, Colo.

KIMBALL, HARRISON
WSB, Atlanta, Ga.

KING, ED
WMAQ, Chicago, Ill.

KING, GEORGE
WLIB, Brooklyn, N. Y.

KING, VERNON
WTMV, East St. Louis, Ill.

KING, WILLARD
CHSJ, Saint John, N. B.

KIRBY, H. D.
CFLC, Prescott, Ont.

KIRST, HOWARD
KFJM, Grand Forks, N. D.

KNIGHT, VICK
Johnny Presents NBC, Philip Morris Playhouse CBS.

KOBLUK, JOE
CJAT, Trail, B. C.

KOEHLER Neysa
KTSW, Emporia, Kans.

KOLB, HAROLD
WSAY, Rochester, N. Y.

KRIESCHER, JANE
WFMJ, Youngstown, Ohio.

KROLL, MARY JANE
WABC, New York, N. Y.

KRUG, PETER
WEBR, Buffalo, N. Y.

KYLE, JACK
CJVI, Victoria, B. C.

KYLER, HESTER
WCLO, Janesville, Wisc.

KYLER, JIM
WCLO, Janesville, Wisc.

— L —

LABOUR, ROBERT C.
NBC.

LADE, BEA
KDAL, Duluth, Minn.

LA FORCE, CHARLES
WEMP, Milwaukee, Wisc.

LA MARR, LEW
WLS, Chicago, Ill.

LAMMERS, CHARLES
WLW-WSAI, Cincinnati, Ohio.

LAMPE, TUORO
WEIM, Fitchburg, Mass.

LANE, GENE
WHAM, Rochester, N. Y.

LANGAN, THOMAS
Blue.

LANGE, JUNE
KDAL, Duluth, Minn.

LaSONDE, JEAN PAUL
CHLT, Sherbrooke, Que.

LATHAM, WAYNE HENRY
WSPR, Springfield, Mass.

LATTING, ROBERT
WISH, Indianapolis, Ind.

LATTY, BETTY
KOAM, Pittsburg, Kans.

LAVALLE, GENE
WTAM, Cleveland, Ohio.

LAWLOR, J. W.
CHAB, Moose Jaw, Sask.

LAWRENCE, JAMES
KOVO, Provo, Utah.

LAWRENCE, JERRY
WOR, New York, N. Y. Moonlight Saving Time, Mutual Matinee, Wax Museum, Battle of the Boroughs, Red Barber Show.

LEACH, EDWARD
WRRF, Washington, N. C.

LEDUC, PAUL
CBF, Montreal, Que.

LEONARD, RICHARD
Blue.

LIBBY, JOHN C.
WCOU, Lewiston, Me.

LIGGETT, BOB
KRIC, Beaumont, Texas.

LINDQUIST, LANSING B.
WSYR, Syracuse, N. Y.

LINGO, TED
WSTV, Steubenville, Ohio.

LJUNGH, ESSE
CBK, Watrous, Sask.

LLEWELYN, AL
WCLE-WHK, Cleveland, Ohio.

LOCKSLEY, ROY
CFRB, Toronto, Ont.

LOEB, MARX
CBS. Only Yesterday.

LONG, DEANE S.
WAKR, Akron, Ohio.

LONG, LUCY
WWL, New Orleans, La.

LOSEY, GEORGE
WGRC, New Albany, Ind.

LOSEY, JOSEPH W.
NBC.

LUGO, OLGA
WIAC, Jan Juan, P. R.

LUMMIS, GEORGE D.
WHIO, Dayton, Ohio.

LUNN, GEORGE
CJAT, Trail, B. C.

LUNSFORD, FRANCES
WPID, Petersburg, Va.

LUXFORD, NOLA
NBC. The Anzac Hour.

LYBARGER, JAMES
WCHS, Charleston, W. Va.

LYTLE, HARRY
WMAN, Mansfield, Ohio.

— M —

MacDONALD, JOSEPH
CJFX, Antigonish, N. S.

MacDONOUGH, H. T.
KELD, El Dorado, Ark.

MACK, NILA
CBS. Let's Pretend.

MacNAMEE, DOUG
WCCO, Minneapolis-St. Paul, Minn.

MACON, DON
KMBC, Kansas City, Mo.

MAGNER, MARTIN
WMAQ, Chicago, Ill.

MAGNUSON, ED
KFAM, St. Cloud, Minn.

MANSFIELD, JOSEPH F.
NBC.

MARION, IRA
Blue.

MARKS, GEORGE LEE
WOAI, San Antonio, Texas.

MARSHALL, NORMAN
CHML, Hamilton, Ont.

MARSHALL W. LEROY
Blue.

MARTA, JOHN
WATW, Ashland, Wisc.

MARTIN, CHARLES

CBS. Philip Morris Playhouse.

MARTIN, DONALD
WFIL, Philadelphia, Pa.

MARTIN, LEWIS D.
WDSM, Superior, Wisc.

MARTIN, WILTON
WAIM, Anderson, S. C.

MARTINO, J. S. TORRES
WIAC, San Juan, P. R.

MASON, LIN
WKRC, Cincinnati, Ohio

MAUFFETTE, GUY
CBF, Montreal, Que.

MAULDIN, VIRGINIA
WAIM, Anderson, S. C.

MAXSON, JOHN
KWJJ, Portland, Ore.

MAYPOLE, ROY
WABC, New York, N. Y.

— Mc —

McBRIDE, LESTER
KGLU, Safford, Ariz.

McBRIDE, W. G.
WDBO, Orlando, Fla.

McCARTHY, ADELE
WBT, Charlotte, N. C.

McCARTHY, ELEANOR
Blue.

McCLAREN, JACK
KTMS, Santa Barbara, Calif.

McCULLOCH, MARK
WPIC, Sharon, Pa.

McDANIEL, CARL
KLUF, Galveston, Texas.

McDONALD, L. A.
CFCY, Charlestown, P. E. I.

McELVEEN, MOODY
WCOS, Columbia, S. C.

McCAVRAN, JAMES
WCOL, Columbus, Ohio.

McGEER, ADA
CBR, Vancouver, B. C.

McGILL, EARL
CBS. Joe and Ethel Turp, Stage Door Canteen, Report to the Nation.

McHAW, BILL
WCBI, Columbus, Miss.

McKEE, KAY
WCCO, Minneapolis-St. Paul, Minn.

McLEOD, DUKE
CJKL, Kirkland Lake, Ont.

McMAHON, CHARLES
WCSC, Charleston, S. C.

McNAY, IONE
WOI, Ames, Ia.

McWHORTER, DON
WBLK, Clarksburg, W. Va.

MEESE, W. R.
WMBH, Joplin, Mo.

MENDERSON, BETTY
KTAR, Phoenix, Ariz.

MERRIMAN, RANDY
KSTP, St. Paul-Minneapolis, Minn.

MERRYMAN, ROBERT
WISH, Indianapolis, Ind.

METCALFE, W. H.
CBK, Watrous, Sask.

MEYERS, JOSEPH
KSTP, St. Paul-Minneapolis, Minn.

MEZGER, W. L.
WEEI, Boston, Mass.

MICHAEL, KENNETH
Blue.

MILLARD, ROSS
CFRB, Toronto, Ont.

MILLER, GENE
KTAR, Phoenix, Ariz.

MILLER, WARREN
WCLE-WHK, Cleveland, Ohio.

MIMS, STUART
WAPI, Birmingham, Ala.

MINTON, J. R.
WEBQ, Harrisburg, Ill.

MITCHELL, JACK
KTSA, San Antonio, Texas.

MITCHELL, LOU
CFCH, North Bay, Ont.

MOLEN, SAM
WCHS, Charleston, W. Va.

MONTE, JEAN
CHNC, New Carlisle, Que.

MOODY, RALPH
WLW-WSAI, Cincinnati, Ohio.

MOORE, T. HAYWARD
WCSC, Charleston, S. C.

MOORE, WILLIAM R.
Blondie CBS, Abbott & Costello, NBC, Al Pearce CBS-NBC, Camel Caravan (West Coast) NBC, Frances Scully Speaking of Glamour Blue.

MOREY, AL
WMAQ, Chicago, Ill.

MOREY, ART
KWJJ, Portland, Ore.

MORGAN, ERNEST
CBR, Vancouver, B. C.

MORGAN, HELEN
KGO, San Francisco, Calif.

MORRIS, CLAUDE C.
KDKA, Pittsburgh, Pa.

MORTENSON, BRYN
WPIC, Sharon, Pa.

MORVAY, JERALD
WIP, Philadelphia, Pa.

MOSES, JOHN
WHKC, Columbus, Ohio.

MOWERS, ROBERT D.
WWNY, Watertown, N. Y.

MUNIZ, Lucas T.
WIAC, San Juan, P. R.

MURCE, BEN
WCAE, Pittsburgh, Pa.

MURPHY, ED
WROK, Rockford, Ill.

MURRAY, I.
CJOR, Vancouver, B. C.

MYERS, MARVIN D.
KGBS, Harlingen, Texas.

— N —

NEILL, EVERETT H.
WISR, Butler, Pa.

NELSON, BOB
WGBR, Goldsboro, N. C.

NILES, KEN
KNX, Los Angeles, Calif.

NOBORS, TED
KTRU, Houston, Texas.

NORMAN, GENE
KLX, Oakland, Calif.

NORMANDIN, MICHEL
CHLP, Montreal, Que.

NUSBAUM, MORT
WSAY, Rochester, N. Y.

— O —

O'BRIEN, DON
WSTV, Steubenville, Ohio.

OFFHAUS, RUSS
WCOP, Boston, Mass.

O'HALLORAN, HAL
WLW, Cincinnati, Ohio.

O'NEILL, JACK
WFBL, Syracuse, N. Y.

ORR, JOHN
WFOR, Hattiesburg, Miss.

OSBORN, OLIVE
KCKN, Kansas City, Kans.

OSBURN, MARGARET
WMAZ, Macon, Ga.

OSGOOD, NANCY
WRC, Washington, D. C.

OSWALD, CARL P.
WDAE, Tampa, Fla.

OWENS, MOREY
WROK, Rockford, Ill.

OWSLEY, KAY R.
WBT, Charlotte, N. C.

— P —

PACK, ALVIN
KDYL, Salt Lake City, Utah.

PAPP, FRANK
WMAQ, Chicago, Ill.

PARK, BEN
WHA, Madison, Wisc.

PARKER, CHRISTINE
CHLT, Cherbrooke, Que.

PARR, E.
CKBI, Prince Albert, Sask.

PARSONS, EDGAR
WLDS, Jacksonville, Ill.

PATTERSON, ANDY
KMJ, Fresno, Calif.

PATTERSON, JIMMY
WISE, Asheville, N. C.

PAULSEN, VARNER
WCOU, Lewiston, Me.

PAULSON, AL
KOBH, Rapid City, S. D.

PEEBLES, MARTHA
Blue. Speaking of Glamour.

PENFIELD, AD
WSB, Atlanta, Ga.

PERRIN, KEYES
WOR, New York, N. Y. Alexander's Mediation Board, South American Serenade, Victory Is Our Business.

PETERS, A.
CJOR, Vancouver, B. C.

PETERS, KEN
KTMS, Santa Barbara, Calif.

PETTERSON, NEALE
KYSM, Mankato, Minn.

PFEIFFER, WILLIAM
WHA, Madison, Wisc.

PHILLIP, ANDY
CFGP, Grande Prairie, Alberta.

PHILLIPS, STEWART W.
WTBO, Cumberland, Md.

PIDGEON, A. L.
CBO, Ottawa, Ont.

PLAMADORE, RAYMOND
WKBH, La Crosse, Wisc.

PLESTED, DOLORES
KMYR, Denver, Colo.

PORTER, EARL
WIL, St. Louis, Mo.

PRANCE, BILL
WSB, Atlanta, Ga.

PREBLE, FRED
WCOU, Lewiston, Me.

PRESTON, C.
KWAL, Wallace, Ida.

PRICE, JACK
WBNS, Columbus, Ohio.

PRICE, PAT
WJPF, Terrin, Ill.

PRINGLE, J. D.
CBA, Sackville, N. B.

PRITCHARD, EVERETT
WJW, Akron, Ohio.

PROSSER, JOHN I.
WKY, Oklahoma City, Okla.

PROVOL, GEORGE A.
KDYL, Salt Lake City, Utah.

PUDNEY, EARLE
WGY, Schenectady, N. Y.

— R —

RAMSEY, H.
CFRN, Edmonton, Alberta.

RAPANOS, WILLIAM
CHAB, Moose Jaw, Sask.

RAPKIN, MAURICE
CKCL, Toronto, Ont.

RASMUSSEN, LEO G.
KICD, Spencer, Ia.

RAYMOND, CARL
WGY, Schenectady, N. Y.

REAMS, HUNTER
WSTV, Steubenville, Ohio.

REED, NORMAN
WWDC, Washington, D. C.

REEF, WALLY
KFEL, Denver, Colo.

REESE, JOHN
WROL, Knoxville, Tenn.

REGENT, ROBERT
KOH, Reno, Nev.

REID, M.
KVRS, Rock Springs, Wyo.

REINHOLD, BOB
KWIL, Albany, Ore.

RENIER, C. G. (TINY)
CBS. Daytime Showcase, Mother and Dad, God's Country, CBS School of the Air.

REYNOLDS, CONGER
WMAN, Marinette, Wisc.

RICCA, ERNEST
WWJ, Detroit, Mich.

RICE, CONRAD
WEMP, Milwaukee, Wisc.

RIDDICK, KATHRYN
WGRC, New Albany, Ind.

RILEY, LOWELL
WBNS, Columbus, Ohio.

RINKER, ALTON
Blue.

RIPLEY, JOE
WOR, New York, N. Y.

ROBERTS, ADRIAN
WMOB, Mobile, Ala.

ROBERTS, WALTER
WNBF, Binghamton, N. Y.

ROBERTSON, LARRY
KGO, San Francisco, Calif.

ROBERTSON, TRAFTON
WOL, Washington, D. C.

ROBINSON, E. BERTON
CHNS, Halifax, N. S.

ROBSON, WILLIAM
CBS, Man Behind the Gun, Only Yesterday

ROE, CHARLES
WBML, Macon, Ga.

ROGERS, FEY
WOPI, Bristol, Tenn.

ROLLER, LARRY
WJNO, West Palm Beach, Fla.

ROMAN, JOE
KWOC, Poplar Bluff, Mo.

ROPER, PRES
WCED, Du Bois, Pa.

ROSENBAUM, S. L.
WDSU, New Orleans, La.

ROSS, ANNIE
WMCA, New York, N. Y.

ROULEAU, FRANCOISE
CHLN, Three Rivers, Que.

ROYAL, BILL
WMCA, New York, N. Y.

RUFEL, AL
WSPD, Toledo, Ohio

RUHLE, PAUL
WCLO, Janesville, Wisc.

RUSSELL, FRED
CKNX, Wingham, Ont.

— S —

SACH, JOAN
WLIB, Brooklyn, N. Y.

SALT, RONALD
KWG-KEX, Portland, Ore.

SAULPAUGH, EDWIN
Blue.

SAUNDERS, CHARLES
WALA, Mobile, Ala.

SAXON, JERRY
WEDC, Chicago, Ill.

SCHRAM, NOEL
KJR-KOMO, Seattle, Wash.

SCHRAMM, JOHN
Blue.

SCHWEIKHER, FRED
WRC, Washington, D. C.

SCOFIELD, H. C.
WDBO, Orlando, Fla.

SCOTT, ELMER
WFOY, St. Augustine, Fla.

SEAVEY, CECIL
KFEL, Denver, Colo.

SEGUIN, FRANK
CFCH, North Bay, Ont.

SEIJO, RAFAEL
WIAC, San Juan, P. R.

SEITZ, FRANK A.
WFAS., White Plains, N. Y.

SERVATIUS, RAYMOND L.
WSYR, Syracuse, N. Y.

SEXTON, JACK
WTAD, Quincy, Ill.

SHARP, IRVING
WDBJ, Roanoke, Va.

SHAW, J. A.
CFCF, Montreal, Que.

SHAYON, ROBERT
CBS, Commandos, Madeleine Carroll Reads.

SHELDON, HERB
WINS, New York, N. Y.

SHERMAN, JACK
WHBF, Rock Island, Ill.

SHICK, JIM
KUJ, Walla Walla, Wash.

SHOBAKEN, RUDIE
KASA, Elk City, Okla.

SHOECRAFT, WILLARD
KGLU, Safford, Ariz.

SIMMONS, BILL
WOLS, Florence, S. C.

SIMPSON, JACK
WWL, New Orleans, La.

SIMPSON, JIMMY
WAIM, Anderson, S. C.

SKARSTEDT, VANCE
KLX, Oakland, Calif.

SKELTON, KENNETH W.
WDAE, Tampa, Fla.

SKINGLE, N.
CHAB, Moose Jaw, Sask.

SKINNER, GEORGE
WWVA, Wheeling, W. Va.

SLOAN, DELLA MARJORIE
Blue.

SKOTCH, EDWARD D.
WSLS, Roanoke, Va.

SLATTON, JOHN L.
WMSL, Decatur, Ala.

SMITH, LEN
CKOC, Hamilton, Ont.

SNIDER, MERLE
KOH, Reno, Nev.

SOMMERS, JORG
Blue.

SPARKS, JEFF
WABC, New York, N. Y.

SPARNON, KEN
WHEC, Rochester, N. Y.

SPENCER, R. E.
CKOV, Kelowna, B. C.

SPIEGLE, STAN
KXRO, Aberdeen, Wash.

SPIER, WILLIAM
CBS, Are You A Genius, Radio Reader's Digest.

STAAS, AL
KFNF, Shenandoah, Ia.

STANLE, JAY
WAAT, Jersey City, N. J.

STANLEY, RAYMOND
WKAR, East Lansing, Mich.

STARR, HAROLD
KXL, Portland, Ore.

STEPHENS, HAROLD
WLPM, Suffolk, Va.

STEWART, BETTY
CFGP, Grande Prairie, Alberta.

STEWART, CALDWELL
WSFA, Montgomery, Ala.

STEWART, LEE
WAAT, Jersey City, N. J.

STRAUB, BILL
KWG, Stockton, Calif.

STROPE, ARNOLD
WFHR, Wisconsin Rapids, Wisc.

STUART, KEN
KOWH, Omaha, Nebr.

STUART, LEE
KMBC, Kansas City, Mo.

SUAREZ, HENRY
WIAC, San Juan, P. R.

SUDBURY, J. T.
KLCN, Blytheville, Ark.

SUTTER, DANIEL, C.
NBC

SUTTLES, STAN
KYSM, Mankato, Minn.

SWEET, BEN
WSPR, Springfield, Mass.

SWEETS, WILLIAM
NBC.

— T —

TAFOYA, HENRY R., Jr.
KFUN, Las Vegas, N. M.

TAGGART, BYRON
WIBC, Indianapolis, Ind.

TALBOT, BILL
KSLM, Salem, Ore.

TATE, DICK
KGO, San Francisco, Calif.

TAYLOR, PAT
WMFR, High Point, N. C.

TEDDLIE, PETE
WRR, Dallas, Texas.

TEDRICK, WILLIAM R.
KWOC, Poplar Bluff, Mo.

TERRY, IONA
CKNX, Wingham, Ont.

TERVIT, JEAN
CKNX, Wingham, Ont.

THAYER, JACK
KOBH, Rapid City, S. D.

THIBEAULT, JOSEPH
CHLN, Three Rivers, Que.

THOMAS, FRANK
KFBC, Cheyenne, Wyo.

THOMPSON, MARK
WEW, St. Louis, Mo.

THWAITES, DOROTHY, G.
KFUN, Las Vegas, N. M.

THWAITES, E. N.
KFUN, Las Vegas, N. M.

TOFF, PAUL
KFUO, St. Louis, Mo.

TONKIN, GERRY
CKBI, Prince Albert, Sask.

TOUMEY, ROBERT
Blue.

TRACY, STERLING
KNX, Los Angeles, Calif.

TRUERE, BOB
WPDQ, Jacksonville, Fla.

TUCKER, DUANNE
KTSW, Emporia, Kans.

TURNER, DEAN
KTBC, Austin Texas.

— U —

ULLMER, ELEANORE
KYW, Philadelphia, Pa.

UNDERWOOD, CECIL
NBC. The Great Gildersleeve, Fibber McGee and Molly.

— V —

VAIL, LESTER
NBC.

VANCE, WILLIAM
WLS, Chicago, Ill.

VAN HARTESFELDT, FRANCIS
NBC. The Aldrich Family.

VENTER, MEL
KFRC, San Francisco, Calif.

VERRET, ROY
WIOD, Miami, Fla.

VEST, DON
KVOD, Denver, Colo.

VINCENT, CHARLES
NBC. The O'Neills.

— W —

WAGENER, EDWARD
WLB, Minneapolis, Minn.

WAGES, JACK
KOY, Phoenix, Ariz.

WAHLBERG, H.
KPDN, Pampa, Texas.

WALKER, HAL
WISN, Milwaukee, Wisc.

WALKER, LOU
WCOP, Boston, Mass.

WALTERS, GILBERT
KRNR, Roseburg, Ore.

WALTON, GEORGE
CJVI, Victoria, B. C.

WANN, PAUL
WDOD, Chattanooga, Tenn.

WARBURTON, CHARLES
Blue.

WARRINGTON, FRANK
WTAR, Norfolk, Va.

WASHA, MILO
KYSM, Mankato, Minn.

WATSON, LOREN
WMRC-WFBC, Greenville,, S. C.

WAYNE, ROGER
WLIB, Brooklyn, N. Y.

WEAVER, MAL
WWSR, St. Albans, Vt.

WEBB, HUGH
WHMA, Anniston, Ala.

WEBER, EDDIE
WRNL, Richmond, Va.

WEGMAN, ED
WEBR, Buffalo, N. Y.

WEIDEWAAR, CLAIRE
WOWO-WGL, Fort Wayne, Ind.

WELLES, ORSON
CBS. Hello Americans.

WELLING, FRANK
WCHS, Charleston, W. Va.

WELLINGTON, JOHN
Blue.

WELTMER, FRANK
KTMS, Santa Barbara, Calif.

WERLING, RUPE
WIBG, Philadelphia, Pa.

WHEDBEE, CHARLES, H.
WRRF, Washington, N. C.

WHITE, ELEANOR
WPID, Petersburg, Va.

WHITE, HOOPER
WKZO, Kalamazoo - Grand Rapids, Mich.

WHITE, PAT
KTBS - KWKH, Shreeveport, La.

WHITE, PAUL
CBS. Report to the Nation, Our Secret Weapon.

WHITNEY, EDWIN
Blue.

WHYTE, GORDON
NBC.

WIDNEY, STAN
WHO, Des Moines, Ia.

WIEST, GEORGE
Blue.

WIGGINS, WALLACE S.
KVOE, Santa Ana, Calif.

WILDY, LAWRENCE
WIL, St. Louis, Mo.

WILEY, HOWARD
WMAQ, Chicago, Ill.

WILLETT, BOB
CJVI, Victoria, B. C.

WILLIAMS, AUSTIN
KLZ, Denver, Colo.

WILLIAMS, EARL
KFOR, Lincoln, Nebr.

WILLIAMS, GENE
WSPD, Toledo, Ohio

WILLS, HARRY
WATW, Ashland, Wisc.

WILSON, BEN
WTAD, Quincy, Ill.

WILSON, DON
CJOR, Vancouver, B. C.

WILSON, FRED
WTAM, Cleveland, Ohio.

WILSON, GEORGE EARLE
KWTO, Springfield, Mo.

WINTERSTEIN, GEORGE, JR.
WGBI, Scranton, Pa.

WOODARD, RAY
WFTC, Kinston, N. C.

WOODLING, M. F.
KHSL, Chico, Calif.

WOODWARD, DUTCH
KMMJ, Grand Island, Nebr.

WOODWORTH, JOHN
KOMA, Oklahoma City, Okla.

WOOLF, JOHN M.
KDYL, Salt Lake City, Utah.

WRIGHT, JEAN
WTOL, Toledo, Ohio.

WRIGHT, JOHN
WBZ-WBZA, Boston-Springfield, Mass.

WVOLSTAD, MARWIN
KWLC, Decorah, Ia.

WYANT, DAL
WHEB, Portsmouth, N. H.

WYMER, JOHN
WCMI, Ashland, Ky.

— Y —

YOUNG, CATHERINE
CFGP, Grande Prairie, Alberta

— Z —

ZINK, AL
WEBR, Buffalo, N. Y.

ZINK, ALBERT
WGY, Schenectady, N. Y.

ZITCER, A. L.
KYA, San Francisco, Calif.

INSTRUMENTALISTS

AND THEIR WORK DURING 1942

— A —

ABBOTT, JULES
WGNY, Newburgh, N. Y. Pianist.

ALFORD, ELIZABETH
KRMD, Shreveport, La. Pianist.

ALLEN, BARCLAY
KLZ, Denver, Colo. Pianist, Organist, So This Is Your Birthday, Budget Brigade.

ALLEN, HARRY J.
CKOC, Hamilton, Ont. Organist. Robinson Cathedral Hour.

ANDERSON, AL
WCOL, Columbus, O. Drummer. Cesner Swingtet.

ANDERSON, JOHNNIE
WOAI, San Antonio, Tex. Pianist. Johnnie on the Spot.

ANDERSON, LENNARD
KVI, Tacoma, Wash. Organist, Organ Devotionals.

ARMSTRONG, SHIRLEY
WBOW, Terre Haute, Ind. Organist.

— B —

BAILEY, EBER
WBT, Charlotte, N. C. Guitarist. Avalon Time, Dixie Farm Club, CBS Dixie Net Jamboree.

BAKER, DANNY
KXEL, Waterloo, Iowa. Instrumentalist.

BAKER, DICK
WLS, Chicago, Ill. WIND, Gary, Ind. Pianist.

BARCO, BAILEY
WTAR, Norfolk, Va. Organist.

BARKER, JOE
WWVA, Wheeling, W. Va. Harmonica player. Chuckwagon Gang.

BARTLETT, JANE
WBT, Charlotte, N. C. Pianist-Organist. Vocals with Pennington.

BAXTER, LEO
WBOW, Terre Haute, Ind. Pianist.

BEACH, VANCE
WHEC, Rochester, N. Y. Cellist. This Is My Land.

BERG, IVAN
KGOX, Wolf Point, Mont. Organist. Organ Logs.

BETHANCOURT, JOSE
Blue. Marimbist. Club Matinee. National Farm and Home Hour, Jose Bethancourt.

BICKNELL, JAMES
WOWO, Fort Wayne, Ind. Bass player.

BINA, ALBIN
WKBH, La Crosse, Wis. Pianist. Piano Styles.

BISCHOFF, FRANCES
WSAV, Savannah, Ga. Instrumentalist.

BLAKE, AFTON
KFPW, Fort Smith, Ark. Pianist.

BLAKE, MONTY
WWVA, Wheeling, W. Va. Accordionist. Radio Rangers.

BORTELL, CLAUDE
WFBL, Syracuse, N. Y. Violinist. Musical Clock.

BREWER, IRENE
CKOC, Hamilton, Ont. Pianist, Organist.

BROWN, BURNETT
CJLS, Yarmouth, Canada. Pianist. Sunday Morning Hymnal.

BROWN, JEANNE
WOWO, WGL, Fort Wayne, Ind. Organist.

BROWN, KATHERINE
CJOC, Lethbridge, Alberta, Canada. Organist.

BULLOCK, MARY
KEX-KGW, Portland, Ore. Instrumentalist.

BURNETT, CHESTER
WMAZ, Macon, Ga. Pianist. Friendly Voice.

BUSH, HELEN
WOWO, WGL, Fort Wayne, Ind. Pianist.

BUSKIRK, PAUL
KXEL, Waterloo, Iowa. Instrumentalist.

— C —

CAMERON, CLIFF
WATL, Atlanta, Ga. Organist. Cameron at the Console.

CAMPBELL, CECIL
WBT, Charlotte, N. C. Guitarist. Avalon Time, Dixie Farm Club, Dixie CBS Net Jamboree, The Briarhoppers.

CANTRELL, SAM
WBT, Charlotte, N. C. Vibraharpist. Twilight in Dixie, Avalon Time, Dixie Farm Club, Dixie CBS Net Jamboree.

CARPENTER, ETHEL
WKBB, Dubuque, Iowa. Pianist. Melody Musings.

CARPENTER, EVELYN
WTAR, Norfolk, Va. Organist.

CARROLL, HORM
WOWO, WGL, Fort Wayne, Ind. Pianist.

CARSON, PAUL
Blue. Organist. Bridge to Dreamland.

CASEY, CLAUDE
WBT, Charlotte, N. C. Violinist. The Briarhoppers, Avalon Time, Dixie Farm Club, Dixie CBS Net Jamboree.

CAVE, WALT
KMJ, Fresno, Calif. Instrumentalist.

CELENTANO, JOHN
WHEC, Rochester, N. Y. Violinist. Are You Listening?

CESNER, CHARLES
WCOL, Columbus, O. Organist. Cesner Swingtet.

CHILDRE, LEW
WWVA, Wheeling, W. Va. Organist. Boy from Alabam.

CHIMES, MICHAEL
Harmonica player. March of Time NBC, Columbia Workshop CBS, The Goldbergs CBS, Truth or Consequences NBC, Thesaurus Ets, Ivory Soap Ets, Radio Readers Digest CBS.

CHRISTOPHER, HOMER
WRT, Charlotte, N. C. Accordionist. Avalon Time, Dixie Farm Club, CBS Net Jamboree, The Briarhoppers.

CLEARY, LEN
WLS, Chicago, Ill.; WIND, Gary, Ind. Organist.

CODOMO, JOHN
KMJ, Fresno, Calif. Instrumentalist.

COLLINS, JERRY
WNOX, Knoxville, Tenn. Pianist. Merry-Go-Round, Swingster-Time.

CONNER, KARL
WOWO, WGL, Fort Wayne, Ind. Violinist.

COOK, ROBIN
KRVG, Weslaco, Tex. Pianist.

COOK, RONNIE
KGCX, Wolf Point, Mont. Organist. Organ Logs.

COOPER, HERBIE
WNOX, Knoxville, Tenn. Drummer. Merry-Go-Round, Swingster-Time.

COTE, BERT
WCOU, Lewiston, Me. Organist. Novachord Time.

CRASE, SID
KEX-KGW, Portland, Ore. Instrumentalist.

CROMER, BOB
KTSM, El Paso, Tex. Organist. Even Tide Echoes.

CROWTHER, ERIC
WKNE, Keene, N. H. Pianist.

CULLEN, TOM
KHUB, Watsonville, Calif. Pianist. Frank and Cullen.

CUSICK, PHIL
WBAX, Wilkes-Barre, Pa. Organist.

— D —

DALTON, IRENE
KGB, San Diego, Calif. Pianist.

DAUMAN, RALPH
KFEL, Denver, Colo. Electric Guitarist. Music in a Mellow Mood.

DAVIS, GEORGE
WIBX, Utica, N. Y. Pianist-Organist. Console Melodies.

DEEBLE, CHARLOTTE
WHKC, Columbus, O. Organist. Youth and Music.

DE GRUEN, JOHN
WFLA, Tampa, Fla. Violinist.

DICKINSON, TED
WFBL, Syracuse, N. Y. Accordionist. Musical Clock.

DOSSEY, LEN
KUJ, Walla Walla, Wash. Violinist, Braden Bell Serenaders.

DUNKELBERGER, TOM
WHIO, Dayton, Ohio. Organist. Dunkers Club.

DURHAM, DAVE
WNOX, Knoxville, Tenn. Trumpeter. Merry-Go-Round, Swingster-Time.

— E —

EMERSON, JOHN
CJCA, Edmonton, Alberta, Canada. Pianist. Pianograms.

ESTES, MARY ANN
KXEL, Waterloo, Iowa. Instrumentalist.

EVANS, GIL
WRDW, Augusta, Ga. Instrumentalist. Novachord Fantisies.

— F —

FAIRBANKS, CILE
KFIZ, Fond-du-Lac, Wisc. Organist.

FEENEY, JOHN
WFBL, Syracuse, N. Y. Cellist. Musical Clock.

FELTRINELLI, HERB
WFBL, Syracuse, N. Y. Trumpeter. Musical Clock.

FIERS, CLARK
WIOD, Miami, Fla. Organist. Reverie.

FINE, PHIL
WITH, Baltimore, Md. Pianist. Memory Lane, Phil Fine Presents.

FITZSIMMONS, GUY
WOWO, WGL, Fort Wayne, Ind. Clarinetist, Saxophonist.

FLETCHER, REO
Blue. Pianist. Breakfast Club, Club Matinee.

FOUSE, MARION
KEX-KGW, Portland, Ore. Instrumentalist.

FRANKS, BILL
KGB, San Diego, Calif. Pianist.

FRIAR, CHARLES
WBT, Charlotte, N. C. Pianist. Vick's on the Air, Twilight in Dixie, Sunday Farm Club, CBS Dixie Net Jamboree.

FRY, RICHARD L.
CHNS, Halifax, N. S. Organist, Pianist. Organ Melodies, Pianograms, Home and Fireside Melodies.

FRYE, BYDLER
KXEL, Waterloo, Iowa. Instrumentalist.

FULLER, FREDERICK
WHA, Madison, Wis. Organist. Organ Reverie.

— G —

GALBREATH, RICHARD
WOWO, WGL, Fort Wayne, Ind. Guitarist.

GANTTER, RAY
WFBL, Syracuse, N. Y. Pianist. Syracuse Voices.

GARCIA, ISLA
WFLA, Tampa, Fla. Organist.

GAUDET, LAURA C.
WTIC, Hartford, Conn. Pianist.

GAYLE, AL
KFI-KECA, Los Angeles, Calif. Accordionist.

GIBSON, DOROTHY
KFPW, Fort Smith, Ark. Pianist, Organist.

GILBERT, JOHN
WHBF, Rock Island, Ill. Organist. Organ Patter.

GILLETTE, JACK
WBT, Charlotte, N. C. Violinist. The Briarhoppers, Avalon Time, Dixie Farm Club, Dixie CBS Net Jamboree.

GLENN, IRMA
Blue. Organist. Songs of a Dreamer.

GRAHAM, LUCILE
WCBI, Columbus, Miss. Organist, Memory Lane.

GRANT, ROY "WHITEY"
WBT, Charlotte, N. C. Guitarist. The Briarhoppers, CBS Dixie Net Jamboree.

GROVER, VIRGINIA
WMRN, Marion, O. Pianist. Personalized Piano Moods.

GRUIS, RAY
WRJN, Racine, Wis. Organist.

— H —

HAGAMAN, CHARLIE
WNOX, Knoxville, Tenn. Guitarist. Merry-Go-Round, Swingstertime.

HALVERSON, ROY L.
KSUB, Cedar City, Utah. Violinist. Classics You Like Best.

HAMILTON, RALPH
KEX-KGW, Portland, Ore. Instrumentalist.

HARDMAN, GLEN
KTUL, Tulsa, Okla. Organist. Sunshine Man.

HART, BILL
WTML, East St. Louis, Ill. Pianist. Hart Songs.

HARTSHORN, GORDON
KEX-KGW, Portland, Ore. Instrumentalist.

HASENHEYER, RAY
WFBL, Syracuse, N. Y. Bass player. Musical Clock.

HEDQUIST, CARL
WHEC, Rochester, N. Y. Violinist-Guitarist. Silver and Gold.

HEFFENAN, GEORGE
WBT, Charlotte, N. C. Violinist. Avalon Time, Twilight in Dixie, Dixie CBS Net Jamboree, The Briarhoppers.

HERRING, CHARLES
KUJ, Walla Walla, Wash. Bass player. Braden Bell Serenaders.

HEWITT, EDDY
KXEL, Waterloo, Iowa. Instrumentalist.

HICKS, MARY ELIZABETH
WLAC, Nashville, Tenn. Organist.

HILLIARD, JACK
WRDW, Augusta, Ga. Instrumentalist. Jack and Leslie.

HIRSCH, BERTRAND
NBC, American Album of Familiar Music.

HOGAN, JAMES
WFBL, Syracuse, N. Y. Drummer.

HOWARD, JIM
WHLN, Harlen, Ky. Violinist. Blind Jim's Gospel Songs.

HUME, MARGIE
KXEL, Waterloo, Iowa. Instrumentalist.

HUME, MARY
KXEL, Waterloo, Iowa. Instrumentalist.

HUNTER, PETE
KHMO, Hannibal, Mo. Guitarist. Pete Hunter and His Guitar.

HURLBURT, GLEN
KGO, San Francisco, Calif. Pianist. It's Glen Again, KGO Calling, Search for a Genius.

— J —

JACKSON, GUSTAVE
WEBC, Duluth, Minn. Violinist.

JACOBS, KENNETH
WHBF, Rock Island, Ill. Guitarist. Starlet Theatre.

JASPER, BETTY LOU
KHMO, Hannibal, Mo. Pianist. Melody Quiz.

JESKE, FRED L.
WSYR, Syracuse, N. Y. Pianist. Timekeeper, Dinner Bell Program.

JOHNSON, CURTIS
KYSM, Mankato, Minn. Accordionist. Accordiana.

JOHNSON, GEORGE
KOWH, Omaha, Nebr. Organist.

JOHNSON, THERSE
WSYR, Syracuse, N. Y. Organist. Change of Pace.

JOSEY, JOHN
KFDA, Amarillo, Tex. Organist. John Josey at the Organ.

— K —

KEENAN, MARIE
CFOS, Owen Sound, Ont., Can. Pianist.

KEFRY, FRED
KMJ, Fresno, Calif. Instrumentalist.

KELLOGG, GERTRUDE
WFHR, Wisconsin Rapids, Wis. Organist. Consolidated Hour.

KERSLAKE, VICTOR
CFOS, Owen Sound, Ont., Can. Organist.

KING, DENISE
KGCX, Wolf Point, Mont. Pianist. Piano Moods.

KNAPP, KATHRYN
KPPC, Pasadena, Calif. Organist.

KNICK, WALTER
WBNS, Columbus, O. Pianist.

KNIGHT, JEAN
WKY, Oklahoma City, Okla. Organist. Moods in Melody, Ivory and Melody.

KOCH, STAN
KFEL, Denver, Colo. Saxophonist. Clarinetist. Music in a Mellow Mood.

KOLB, HAL
WTIC, Hartford, Conn. Organist. Medley Time.

KUETTEL, RALPH
KMJ, Fresno, Calif. Pianist. Moods in Ivory.

KYLER, HESTER
WCLO, Janesville, Wis. Organist.

— L —

LACHARITE, S.
CHLT, Sherbrooke, Quebec, Canada.

LANDEROS, PEPPE
WFBM, Indianapolis, Ind. Violinist.

LANE, LORNA
WROK, Rockford, Ill. Organist. Musical Portraits, Lunch With Lorna, Housewives Jackpots.

LANGE, HENRY
WHIO, Dayton, O. Pianist. Henry Lange and Grand Piano.

LAWSON, BILL
WNOX, Knoxville, Tenn. Clarinet. Merry-Go-Round. Swingstertime.

LEIBERT, DICK
Blue. Organist. Sing for Dough.

LINGHAM, LEE
WOLS, Florence, S. C. Pianist. Memories.

LOCKHART, ZELLA
KUJ, Walla Walla, Wash. Pianist. Braden Bell Serenaders.

LONGSWORTH, HOWARD
WOWO, WGL, Fort Wayne, Ind. Bass player.

LORD, EDWARD J.
WLOF, Orlando, Fla. Pianist, Organist.

LYBOLT, FRANK
WHEC, Rochester, N. Y. Organist.

— M —

MALINOWSKI, JOHN
WOOD-WASH, Grand Rapids, Mich. Organist. Morning Organ Program.

MARRACCO, THOMAS
WHEC, Rochester, N. Y. Violinist. Twin Keyboards.

MARTIN, NANCY
Blue. Pianist. Breakfast Club, Club Matinee.

MATHEWS, RONNIE
CJOR, Vancouver, B. C. Pianist, Organist.

MAXEDON, DEAN
WOWO, Fort Wayne, Ind. Guitarist.

MESERVEY, NORMAN
WFBL, Syracuse, N. Y. Pianist. Musical Clock.

METCALF, GEO., JR.
KMJ, Fresno, Calif. Instrumentalist.

MICHELIN, SERGEANT
CJVI, Victoria, B. C. Pianist. Organist.

MOCK, ROSIE
WUPR, Greenville, Miss. Pianist.

MOLDENHAUER, HANS
KFIO, Spokane, Wash. Pianist. Keyboard Hour.

MOORE, BETH
KTBS, Sherveport, La. Pianist.

MORIN, BEA
KTSA, San Antonio, Tex. Pianist, Organist.

MORIN, JOE
KTSA, San Antonio, Tex. Pianist.

MURF, FRED
WLAC, Nashville, Tenn. Pianist.

MURPHY, THELMA
WFMJ, Youngstown, Ohio. Organist. Console Capers.

— Mc —

McCARTHY, LOUIS
WMBO, Auburn, N. Y. Pianist.

McCRORY, MARTHA
WHEC, Rochester, N. Y. Cellist. Classics in Rhythm.

McMAHON, EVELYN
WCSC. Charleston, S. C. Pianist Stars of Tomorrow.

McPHALEAN, FRANK
CJOR, Vancouver, B. C. Guitarist. Hawaiian Hospitality.

— N —

NAGY, CHARLES
WLAC, Nashville, Tenn. Violinist.

NAMARO, JIMMIE
CKCL, Toronto, Ont., Canada. Pianist. Xylophonist. The Ice Cubes.

NEILL, EVERETT
WISR, Butler, Pa. Pianist. Reflections in Black and White.

NELSON, HELEN
KGFW, Kearney, Nebr. Organist. Organ Varieties.

NOBLE, WILLIAM M.
WLAW, Lawrence, Mass. Organist. Eventide Moods and Memories.

NOVAK, CURLY
KHMO, Hannibal, Mo. Pianist.

— O —

OLESON, ALICE
WJWC, Hammond, Ind. Pianist. Alice and Joe.

— P —

PAGE, BUDDY
WFCI, Pawtucket, R. I. Organist. Buddy Page's Memory Lane.

PAIETTA, STEPHEN
KUJ, Walla Walla, Wash. Accordionist. Braden Bell Serenaders.

PALMER, LESLIE
WRDW, Augusta, Ga. Instrumentalist. Jack and Leslie.

PARKINSON, GEER
WBNS, Columbus, Ohio. Organist.

PATTERSON, ANDY
KMJ, Fresno, Calif. Instrumentalist.

PATTON, DON
WINC, Winchester, Va. String Music.

PEABODY, EDDIE
Blue. Banjoist. Meet Your Navy.

PETERSON, GERALDINE
KEX-KGW, Portland, Ore. Instrumentalist.

PIERCE, MATT
WHEC, Rochester, N. Y. Pianist. Ken Sparmon's String Orchestra.

PIZZUTI, NICK
WOLS, Florence, S. C. Accordionist. Wings Over Carolina.

— R —

RADCLIFFE, FRANK
CFOS, Owen Sound, Ont., Can. Violinist.
RAMIREZ, JOSE RAUL
WIAC, San Juan, P. R. Pianist. The Informal Hour.
RANN, BETTY
Blue. Pianist. Chamber Music Society of Lower Basin St.
REISER, AL
Blue. Pianist.
REISER, LEE
Blue. Pianist.
REISMAN, BEN
Blue. Pianist.
REISMAN, BENJ.
WBAB, Atlantic City, N. J. Pianist.
REYNOLDS, MICKEY
KOMA, Oklahoma City, Okla. Organist.
RIDDLE, ROB
WGAA, Cedartown, Ga. Pianist.
RIGGS, NELL
WHK, Cleveland, Ohio. Pianist.
RIO, ROSA
Blue. Organist. Horror, Inc.
ROBIDOUS, P. M.
CHLT, Sherbrooke, Quebec, Canada. Pianist.
ROMAN, DOROTHY
WHBF, Rock Island, Ill. Pianist. Starlet Theatre.
ROTH, DAVID
WBTA, Batavia, N. Y. Accordionist. Accordionism.
RUVINSKY, ABRAM
WHKC, Columbus, Ohio. Violinist. Abram Ruvinsky Trio.

— S —

SALT, RON
KEX-KGW, Portland, Ore. Instrumentalist.
SALTMAN, PHIL
WEEI, Boston, Mass. Pianist. WEEI Piano Club of the Air.
SALYER, RUSSELL
KUJ, Walla Walla, Wash. Violinist. Braden Hall Serenaders.
SAWYER, TOM
WLOF, Orlando, Fla. Violinist.
SCOTT, G. H.
WCAP, Asbury Park, N. J. Organist. Organ Melodies.
SEIJO, RADAEL
WIAC, San Juan, P. R. Guitarist. The Informal Hour.
SEWELL, LOUISE
KFPW, Fort Smith, Ark., Violinist.
SHEETS, ELOISE
KWFC, Hot Springs, Ark. Pianist. Rainbow Refrains.
SHELLEY, GLENN
KEX-KGW, Portland, Ore. Personality Hour. America Sings. Organist.
SHERWOOD, GAYLE
WFBM, Indianapolis, Ind. Songs for You.
SHIPE, FRANK
KTTS, Springfield, Mo. Pianist.
SIDELL, JAY
KFEL, Denver, Colo. Organist. Music in a Mellow Mood.
SIMON, BILL
KVOO, Tulsa, Okla. Pianist.
SIMPSON, JIMMY
WAIM, Anderson, S. C. Pianist-Clarinetist.
SLICER, HERNDON
WDBJ, Roanoke, Va. Pianist.
SLOFOOT, DENNY
KXEL, Waterloo, Iowa. Instrumentalist.
SPARNON, ARABELLA
WHEC, Rochester, N. Y. Harpist. Evensong.
STARCHER, BUDDY
KXEL, Waterloo, Iowa. Instrumentalist.
STARRETT, LUCILLE
WHKC, Columbus, O. Pianist. Rhythemetts.
STENZEL, THEODORE
WHEC, Rochester, N. Y. Bass player.
STIER, CLIFF
WNOX, Knoxville, Tenn. Bass player. Merry - Go - Round, Swingstertime.
SUTTON, TOMMY
WWVA, Wheeling, W. Va. Guitar player. Radio Rangers.
SWANSON, EDWARD
WCAT, Rapid City, S. D. Pianist. Piano Moods.

— T —

TALLMADGE, JOSEPH
WMBO, Auburn, N. Y. Pianist.
THOMAS, CHARLES
WSYR, Syracuse, N. Y. Pianist. Red Thomas Time, Funny Money Man.
THOMPSON, AL
KSAL, Salina, Kan. Pianist. Piano Moods.
TORRES, ALBINO
KTRH, Houston, Tex. Pianist. Melodic Moments.
TOULSON, JACK
CJCA, Edmonton, Alberta, Can. Pianist. Piano Ramblings.
TREMEER, BRUCE
CKWS, Kingston, Ont., Can. Pianist. Moods in Ivory.
TRUSSELL, ANNE
KTSM, El Paso, Tex. Organist. Time for Leisure.
TURNER, ZEB
WAIM, Anderson, S. C. Guitarist.
TWEEDDALS, BERNICE
KEVE, Everett, Wash. Pianist. Music in Song.

— V —

VAN COTT, FRANK
KSUB, Cedar City, Utah. Pianist. Classics You Like Best.
VOEGELI, DON
WHA, Madison, Wis. Pianist. Piano Moods.

— W —

WALKER, JOE
WAIM, Anderson, S. C. Organist.
WALLACE, CATHARINE
WBTA, Batavia, N. Y. Pianist.
WALTERS, WILLIAM
WIBX, Utica, N. Y. Pianist. Keyboard Kapers.
WARD, SGT. NELSON K.
WHEB, Portsmouth, N. H. Organist. Console Charm.
WARNER, GEORGE
KTAR, Phoenix, Ariz. Novachordist.
WARPUT, JOE
WJWC, Hammond, Ind. Accordionist. Alice & Joe.
WARREN, ELMER
WBT, Charlotte, N. C. Guitarist. Dixie Farm Club, Dixie CBS Net Jamboree, The Briarhoppers.
WATKIS, LADDIE
CJOR, Vancouver, B. C. Violinist.
WEELANS, LESTER D.
KLZ, Denver, Colo. Pianist. Melody Master, Budget Brigade.
WEISBERG, JOE
WCOL, Columbus, O. Pianist. Cesner Swingtet.
WHITE, DON
WBT, Charlotte, N. C. Guitarist. The Briarhoppers, Avalon Time, Dixie Farm Club, Dixie CBS Net Jamboree.
WHITE, LEW
Blue. Organist. Inner Sanctum Mystery.
WHITEMAN, BILLY
WBRW, Welch, W. Va. Organist. Console Airs.
WILBANKS, BETTY LOU
KWIL, Albany, Ore. Pianist. Intermezzo Time.
WILKES, BIRDIE
KWFC, Hot Springs, Ark. Pianist. Voice on the Air.
WILLIAMS, DOC
WWVA, Wheeling, W. Va. Guitarist. Border Riders.
WIRGES, BILL
WMCA, New York, N. Y. Organist. Bill Wirges at the Console.
WOLF, ROSEMARY
WWNY, Watertown, N. Y. Pianist. Music Album.
WOOD, ROBIN
CJVI, Victoria, B. C. Pianist.
WRIGHT, GEORGE
KFRC, San Francisco, Calif. Organist. Canary Chorus, Little Show.
WYANT, HELEN
WHK - WCLE, Cleveland, O. Organist.

— Y —

YATES, J. NEWTON
KFVD, Los Angeles, Calif. Organist.
YEAMAN, HOLLADAY
WMVA, Martinsville, Va. Organist. The Organ Loft.
YOUNG, GORDON
KVOO, Tulsa, Okla. Organist.

MUSICAL DIRECTORS OF STATIONS IN THE UNITED STATES and CANADA

When the story of radio's contribution to the winning of the war becomes recorded history the chapter concerning station musical directors will be an impressive one. For it is on the home front that this department is doing an all-out job providing morale-building musical entertainment for war plant workers. That war plant labor-management committees are cognizant of the important job musical directors are doing is indicated by the fact that many plants "pipe in" musical programs throughout the day and night shifts.

Alabama

Anniston, WHMA.....Hugh Webb
Birmingham,
WAPI.....Clo McAlpin
WSGN.....Larry Yester
Decatur, WMSL.....John L. Slatton
Mobile,
WALA.....Agnes Pirtle
Montgomery,
WCOV.....Joe Byars
WSFA.....Caldwell Stewart

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Arizona

Phoenix,
KOY.....Alfred Becker
KPHO.....M. C. Reese, Jr.
Prescott, KYCA.....Augustine Rodarte
Safford, KGLU.....Willard Shoecraft
Tucson, KTUC.....Wayne Sanders

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Arkansas

Blytheville, KLCN.....Lloyd Blomeyer
El Dorado, KELD.....Rodney Smith
Fort Smith, KFPW.....John M. Van Horn
Helena, KFFA.....Rosalind Mundt
Hot Springs, KTHS.....Doc Warren
Little Rock, KLRA.....Tom Scott

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California

Berkeley, KRE.....Harrold Hawley
Beverly Hills, KMPC.....Marie Hodson
Chico, KHSL.....Mabel Swift
Eureka, KIEM.....James Fasullo
Fresno, KMJ.....Andy Patterson
Long Beach, KGER.....Helene Smith
Los Angeles,
KECA.....Claude Sweeten
KFAC.....Don Otis
KFI.....Claude Sweeten
KFSG.....Esther Stuart
KFWB.....Leon Leonardi
KHJ.....Leo Arnold
KMTR.....Salvatore Santaella
Lois Carroll
KNX.....Lud Gluskin, Wilbur Hatch
Oakland,
KLX.....Frances Schulman
KROW.....Hal Parkes
Sacramento,
KFBK.....Emil Martin
KROY.....Evangeline Baker
San Diego, KGB.....George Bacon
San Francisco,
KFRC.....Cy Trobbe
KGO.....Phil Bovero, Al White
KSAN.....Ruth Franklin
KYA.....John McSwain
Santa Ana, KVOE.....Wallace Wiggins
San Jose, KQW.....Ernest Gill
San Luis Obispo.....William Reilly
Stockton, KGDM.....Lillian Best
Visalia, KTKC.....Gerry Erwin
Watsonville, KHUB.....Fred Clapp

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Colorado

Denver,
KFEL.....Stanley Koch
KLZ.....Lester Weelans
KMYR.....Clarence Hoglund
KOA.....Milton Shrednick
KPOF.....Ruth Staats

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Connecticut

Bridgeport,
WICC.....Frank Foti
WNAB.....Johnny Montgomery
Hartford,
WDRC.....Sterling V. Couch
New Britain, WNBC.....Maurice Sechtman
WTHT.....Charlotte Gregory
WTIC.....Moshe Paranov
New Haven, WELI.....Marion J. Reynolds
Waterbury,
WATR.....Edith Sacco
WBRY.....Waldo S. Newberry

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Delaware

Wilmington,
Wilmington, WDEL.....J. E. Mathiot

District of Columbia

Washington,
WINX.....Bob Callahan
WJSV.....Paul Kain
WMAL.....Morgan Baer
WOL.....Carol Shea
WRC.....Morgan Baer
WWDC.....Leonard Friendly

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Florida

Gainesville, WRUF.....Elizabeth Tew
Jacksonville,
WJAX.....Frank Morris
WJHP.....Bob Willard
WPDQ.....Neil Vanderpoel
Lakeland, WLAK.....John V. Fisk
Miami, WIOD.....Clark Fiers
Ocala, WTMC.....Beecher Hayford
Orlando,
WDBO.....Walter Kimble
WLOF.....Edward J. Lord
Panama City, WDLP.....Edward J. Conture
St. Augustine, WFOY....Ann Bernice Nachtmann
St. Petersburg, WSUN.....Edith Sexton
Tallahassee, WTAL.....Judson Chapman
Tampa,
WDAE.....M. E. Plattner
WFLA.....Frank Grasso
West Palm Beach, WJNO.....Ruth Shockley

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Georgia

Atlanta,
WATL.....Zenas Sears
WSB.....Perry Bechtel, Earl Landii
Augusta, WRDW.....Paul Reed
Cedartown, WGAA.....Bob Riddle
Columbus, WRBL.....Gertrude Handley
Cordele, WMJM.....Robert C. Lay
Macon, WBML.....Mary Hester Richardson
Savannah,
WSAV.....Eleanor Cook
WTOC.....Jean Wallace

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Idaho

Wallace, KWAL.....Glen Whitney

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Illinois

Aurora, WMRO.....Mary Louise Brown
Chicago,
WAAF.....Lillian de St. John
WAIT.....E. M. Hinzman
WCFL.....John W. Kelly
WEDC.....William P. Brady
WGES.....John Van
WGN.....Henry Weber
WJJD.....Kennedy Nelson
WLS.....Phil Kalar
WMAQ.....Roy Shield
WSBC.....Dean Remick
Danville, WDAN.....Honore Ronan
Decatur, WSOY.....Mary Kreie
East St. Louis, WTMAV.....William Hart
Peoria, WMBD.....Robert Black
Quincy, WTAD.....Edythe Raye
Rockford, WROK.....Lorna Lane
Rock Island, WHBF.....John Gilbert
Springfield, WCBS.....John Geil
Urbana, WILL.....Lanson F. Demming

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Indiana

Elkhart, WTRC.....Ethel Geiss
Fort Wayne, WGL-WOWO.....Jeane Brown
Gary, WIND.....Reba Jane Chapman
Hammond, WJOB.....J. Gibbs Spring
WJWC.....Don Maya
Indianapolis,
WFBM.....Walter Reuleaux
WIBC.....Lester Huff
WIRE.....Harry Bason
WISH.....Eddie Hanson
Vincennes, WAOV.....Mrs. J. W. Shoemaker

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Iowa

Ames, WOI.....Howard Chase
Boone, KFGQ.....Opal Hartung
Burlington, KBUR.....Mary Mangold
Cedar Rapids, WMT.....Maureen Canavan
Clinton, KROS.....Margery Meinert
Davenport, WOC.....Mark Russell
Decorah, KWLC.....Donald Gjerdrum
Des Moines, WHO.....Don Hovey
Dubuque, WKBB.....Ethel Carpenter
Ottumwa, KBIZ.....John Elliott
Shenandoah,
KFNF.....Perry Douthit
KMA.....Mabel McFarland
Sioux City,
KSCJ.....Miriam Corkhill
KTRI.....Bernice Mahr
Waterloo, KXEL.....Les Hartman

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Kansas

Coffeyville, KGGF.....Ozzie Osborne
Dodge City, KGNO.....Herschell Holland
Hutchinson, KWBW.....Herbert Clark
Kansas City, KCKN.....Ruth Royal
Manhattan, KSAC.....William Lindquist
Pittsburg, KDAM.....Leota Taylor
Salina, KSAL.....Al Thompson
Topeka, WIBW.....Maude Shreffler
Wichita,
KANS.....Raymond Shelley
KFBI.....Zeke Williams
KFH.....Gus Snyder

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Kentucky

Harlan, WHLN.....Frieda Whikehart
Hopkinsville, WHOP.....Bonnie Bessire
Lexington, WLAP.....Ed Harrison
Louisville,
WAVE.....Earle Keller
WHAS.....Robert Hutsell
WINN.....Stuart Brooks
New Albany, WGRC.....Jack Currance

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Louisiana

Alexandria, KALB.....Doris Gates
New Orleans,
WDSU.....E. Meloche
WWL.....Irving Vioacovitch
Shreveport, KRMD.....Elizabeth Alford

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Maine

Lewiston, WCOU.....Bertrand Cote
Portland, WCSH.....Waldo Harwood

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Maryland

Baltimore,
WBAL.....George Yeatman
WCAO.....Robert P. Iula
WFBR.....Joseph Imbrigulio
WITH.....Wallace W. Ashley
Cumberland, WTBO.....Stewart W. Phillips
Frederick, WFMD.....Margaret Spessard
Hagerstown, WJEJ.....Earl Mentzer
Salisbury, WBOC.....Russell Yohe

Massachusetts

Boston,
WBZ-WBZA ..... Avner Rakov
WEEI ..... Francis E. Bellizia
WMEX ..... Francis J. Cronin
WORL ..... Bob Perry
Fitchburg, WEIM ..... Richard Tucker
Greenfield, WHAI ..... Warren M. Greenwood
Holyoke, WHYN ..... Jay Heitin
Worcester, WAAB ..... Francis J. Cronin
Worcester, WTAG ..... Jean Wilkins

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Michigan

Bay City, WBCM ..... Lionel H. DeRemer
Detroit,
WJLB ..... Herbert Mertz
WWJ ..... Mischa Kottler
WXYZ ..... Benny Kyte
Flint, WFDF ..... William Geyer
Ironwood, WJMS ..... Laura Johnson
Jackson, WIBM ..... Wilbur Dunn
Lapeer, WMPC ..... Arthur O. Voorheis
Muskegon, WKBZ ..... Frank Lynn
Port Huron, WHLS ..... Lyle Patterson
Traverse City, WTCM ..... Don Mullen

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Minnesota

Duluth, WEBC ..... John Kleire
Mankato, KYSM ..... Maurice Piche
Minneapolis,
WCCO ..... Wallace Olson
WLB ..... Burton Paulu
WLOL ..... Venne Rooney
WTCN ..... Frank Zdarsky
Northfield, WCAL ..... Oscar R. Overby
St. Paul,
KSTP ..... Leonard Leigh
WMIN ..... Lillian Jones

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Mississippi

Greenville, WJPR ..... Rosie Mock
McComb, WSKB ..... Mrs. B. L. Mathis
Meridian, WCOC ..... Mrs. D. W. Gavin
Natchez, WMIS ..... Harry King Barth

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Missouri

Hannibal, KHMO ..... George Lacey
Joplin, WMBH ..... Stella Lukens
Kansas City,
KCMO ..... Jack Wendover
KMBC ..... P. Hans Flath
St. Louis,
KFUO ..... Dr. Theo. Hoelty-Nickel
KWK ..... Richard Hayes
KXOK ..... Stan Daugherty
WEW ..... Ralph Stein
WIL ..... Allister Wylie
Springfield, KTTS ..... Frank Shipe

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Montana

Missoula, KGVO ..... Helen Faulkner
Sidney, KGCX ..... Ronnie Cook

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Nebraska

Norfolk, WJAG ..... Harold Keine
Omaha,
KOIL ..... Kenneth Trimble
WOW ..... Morton Wells

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New Hampshire

Manchester,
WFEA ..... Roger Barrett
WMUR ..... Bert Colter
Portsmouth, WHEB ..... Katherine Gunther

New Jersey

Asbury Park, WCAP ..... G. H. Scott
Atlantic City, WFPG ..... Franklin Leary
Jersey City,
WAAT ..... Gus Steck
WHOM ..... J. DeLuca
Zaraphath, WAWZ ..... Orland Wolfram

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New Mexico

Albuquerque,
KGGM ..... Wendell Barcroft
KOB ..... Bud Nelson

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New York

Albany, WABY-WOKO ..... Carl Miller
Auburn, WMBO ..... Dorothy Bolin
Binghamton, WNBF ..... Donald Grey
Brooklyn,
WBYN ..... Lee Grant
WLIB ..... Waldo Mayo
Buffalo,
WBEN ..... Danny Brittain
WBNY ..... Art Crosson
WEBR ..... Danny Brittain
WGR-WKBW ..... David Cheskin
Elmira, WENY ..... Harry Springer
Freeport, WGBR ..... Al Cheesman
Ithaca, WHCU ..... Harry J. Hennessy
Jamestown, WJTN ..... George Pfleeger
Middletown, WALL ..... Robert E. Lee
Newburgh, WGNY ..... Jane Welch
New York,
WBNX ..... Fred Mendelsohn
WEAF ..... Frank Black
WEVD ..... Nicholas Saslawsky
WHN ..... Don Albert
WINS ..... Henry Sylvern
WJZ ..... Joe Rines
WMCA ..... Jerry Sears
WNEW ..... Merle Pitt
WNYC ..... Herman Neuman
WOR ..... Alfred Wallenstein
WOV ..... Paul Romeo
WQXR ..... Eddy Brown
Niagara Falls, WHLD ..... Ernie Whistler
Ogdensburg, WSLB ..... Flo Beach Rowe
Plattsburg, WMFF ..... Winifred O'Mara
Rochester,
WHAM ..... Eugene Zacher
WHEC ..... Ken Sparnon
Schenectady, WGY ..... Gordon Randall
Syracuse,
WAGE ..... Thelma Jean McNeil
WFBL ..... Raymond Gantter
WSYR ..... Charles Thomas
Troy, WTRY ..... Robert Hicks
Utica, WIBX ..... Walter Griswold
Watertown,
WWNY ..... Robert D. Mowers
White Plains, WFAS ..... Randall Kaler
Woodside, WWRL ..... Adolph Gobel

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North Carolina

Asheville, WISE ..... Kenneth Beachboard
Burlington, WBBB ..... Jack O'Ferrel
Charlotte, WSOC ..... Fletcher Austin
Durham, WDNC ..... Mary F. White
Fayetteville, WFNC ..... Larry Roller
Goldsboro, WGBR ..... Ted Burwell
Greensboro, WBIG ..... Margaret Banks
Greenville, WGTC ..... Harold Dale
Raleigh, WRAL ..... Earle Stapleton
Roanoke Rapids, WCBT ..... Evelyn Lane
Rocky Mount, WEED ..... David Conner
Washington, WRRF ..... Robert Brisendine
Wilmington, WMFD ..... H. W. Lee

Wilson, WGTM.....Mina Ray Church
Winston-Salem,
WAIR.....Charles Keaton
WSJS.....Isabel Shaffer

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North Dakota

Devils Lake, KDLR.....Kermit Myhre
Fargo, WDAY.....Warren Paynter
Grand Forks, KILO.....Blanche Warnken

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Ohio

Akron,
WADC.....Charles Herr
WJW.....Everett Pritchard
WCKY.....Rex Davis
WCPO.....Lester Bruch
Ashtabula, WICA.....Ross Miller
Canton, WHBC.....Martin Alexander
Cincinnati,
WKRC.....Chick Mauthe
WLW.....Milton Weiner
WSAI.....Milton Wiener
Cleveland,
WCLE.....Willard Pott
WGAR.....Walberg Brown
WHK.....Willard Pott
WTAM.....Lee Gordon
Columbus,
WBNS.....Lowell Riley
WHKC.....Abram Ruvinsky
WOSU.....Ann Charles
Dayton,
WHIO.....Henry Lange
WING.....Charles Reeder
Findlay, WFIN.....Les Ryder
Mansfield, WMAN.....Earl Black
Marion, WMRN.....Anna Mae Spano
Portsmouth, WPAY.....Dorothy Page
Steubenville, WSTV.....John L. Merdian
Toledo, WTOL.....Marge Cunningham
Warren, WRRN.....Bruna Bertelli
Youngstown, WKBN.....Dwight Merriam
Zanesville, WHIZ.....Dudley Beck

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Oklahoma

Ardmore, KVSO.....Dolly Dutton
Bartlesville, KWON.....Martha Boucher
Elk City, KASA.....F. Leon Dean
Enid, KCRC.....Mabel Waken
Norman, WNAD.....Roger Greb
Oklahoma City, KOMA.....Mickey Reynolds
Tulsa,
KOME.....Paula Lain Haas
KTUL.....Lillian Smithline
KVOO.....Joseph A. O'Neill

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Oregon

Albany, KWIL.....Betty Lou Wilbanks
Joyce Den Herder
Portland,
KALE-KOIN.....Joseph Sampietro
KBPS-KEX-KGW.....Abe Bercovitz
KWJJ.....Althee Renwick
Roseburg, KRNR.....Gilbert E. Walters

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Pennsylvania

Butler, WISR.....Everett H. Neill
DuBois, WCED.....Les Ryder
Easton, WEST.....Eugene Bethman
Erie, WLEU.....Anthony Conti
Grove City, WSAJ.....Stanley Seiple
Harrisburg, WHP.....David Shoop
Hazleton, WAZL.....John Stanziola
Lewistown, WMRF.....J. S. Woods
Philadelphia,
KYW.....Clarence Fuhrman
WCAU.....Johnny Warrington
WDAS.....Joseph Schreibman
WFIL.....Norman Black
WIBG.....Douglas Arthur
WIP.....Joe Frasetto
WPEN.....Joseph Franzosa
Pittsburgh,
KDKA..Bernie Armstrong, Aneurin Bodycombe
WCAE.....Barron Elliott
WWSW.....John Mitchell
Reading, WRAW.....E. Lester Hoffmaster
Scranton, WARM.....Frank Keller
Uniontown, WMBS.....Mary Lucius
Wilkes-Barre,
WBAX.....Phil Cusick
WBRE.....Louis Savitt
York, WORK.....Frank Renaut

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Rhode Island

Pawtucket, WFCI.....Arthur Paquette
Providence, WPRO.....Edwin F. Drew

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South Carolina

Anderson, WAIM.....Jimmie Simpson
Charleston, WCSC.....Elizabeth Gignilliat
Columbia,
WCOS.....Moody McElueen
WIS.....Barbara Murphy
Florence, WOLS.....Bill Simmons
Greenville, WFBC.....Alice Wyman
Spartanburg, WORD-WSPA.....Corinne Kearse

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South Dakota

Rapid City,
KOBH.....Jack Thayer
WCAT.....Edward Swanson
Yankton, WNAX.....Rex Hayes

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Tennessee

Bristol, WOPI.....Fey Rogers
Chattanooga,
WAPO.....Jimmy Johnston
WDEF.....Jean Van Arsdale
WDOD.....Graham Fowler
Clarkesville, WJZM.....Mrs. S. Hutton
Jackson, WTJS.....James Allen
Johnson City, WJHL.....Henry Frick
Knoxville,
WNOX.....Jerry Collins
WROL.....Harry Nides
Memphis,
WHBQ.....J. M. Klaer
WMC.....John Long
WMPS.....Bert Olswanger
Nashville,
WLAC.....Charles Nagy
WSM.....Beasley Smith, Pietro Brescia

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Texas

Amarillo,
KFDA.....Bonnie Bennett
KGNC.....Eddie Baumel
Austin, KNOW.....Pat Adelman
Dallas,
KRLD.....Lawrence H. Morrell
WFAA.....Karl Lampertz
WRR.....Ted Parrino
El Paso, KROD.....H. Arthur Brown
Fort Worth,
KFJZ.....Frances Kay
KGKO-WBAP.....Gene Baugh
WBAP.....Gene Baugh
Houston,
KPRC.....K. B. Sloan
KTRH.....Albino Torres

Lubbock, KFYO.....R. B. McAlister
Midland, KRLH.....Roy De Wolfe
San Antonio,
KMAC.....Hunter Hancock
KTSA.....Rex Preis
WOAI.....Johnnie Anderson
Vernon, KVWC.....John Allen
Wichita Falls, KWFT.....Lucille Crouch

Utah

Ogden, KLO.....Earl Donaldson
Salt Lake City,
KDYL.....Raymond A. Mace
KUTA.....Jessie S. Taylor

Vermont

Waterbury, WDEV.....John Williams

Virginia

Danville, WBTM.....Jacqueline Jones
Fredericksburg, WFVA.....Archie Smith
Lynchburg, WLVA.....Hilda Wagers
Norfolk, WTAR.....Henry Cowles Whitehead
Richmond,
WMBG.....J. Jehlen
WRNL.....Eddie Weber
Roanoke,
WDBJ.....Eve Nininger
WSLS.....Mrs. Mary Taylor Overstreet
Suffolk, WLPM.....Harold Stephens

Washington

Aberdeen, KXRO.....Ruth Forbes
Everett, KEVE.....Glen Churches
Seattle,
KIRO.....Max Dolin
KJR-KOMO.....Lloyd Solberg
KRSC.....Tom Priebe
Spokane, KFPY.....Arthur Zepp
Tacoma, KMO.....Marion Kay
Walla Walla, KUJ.....Jack Fearey

West Virginia

Charleston,
WCHS.....Leah Perry
WGKV.....Leslie Gorall
Clarksburg, WBLK.....Don McWhorter
Fairmont, WMMN.....Henry Gruner
Huntington, WSAZ.....Irene Bruce
Logan, WLOG.....Dorothy Armstrong
Parkersburg, WPAR.....Len Carl
Wheeling,
WKWK.....Edward A. Sprague
WWVA.....Robert Nesbitt
Williamson, WBTH.....Elizabeth Zimmerman

Wisconsin

Ashland, WATW.....Warren Hites
Fond du Lac, KFIZ.....Lucille Fairbanks
Green Bay, WTAQ.....Clarence Edges
Janesville, WCLO.....Hester Kyler
La Crosse, WKBH.....Albin Bina
Madison,
WHA.....Frederick Fuller
WIBA.....Leon Perssion
Milwaukee,
WEMP.....Elmer Ihrke
WISN.....Elmer Krebs
WTMJ.....Maurice Kipen
Racine, WRJN.....H. S. Mann, Jr.
Rice Lake, WJMC.....R. W. Wells
Sheboygan, WHBL.....Mona J. Pape
Superior, WDSM.....Elma DeMeire
Wausau, WSAU.....Vern Peterson
Wisconsin Rapids, WFHR.....Bert Mulroy

Wyoming

Cheyenne, KFBC.....Bill Jack
Powell, KPOW.....Rosemary C. Meyer

Alaska

Anchorage, KFQD.....Ken Laughlin
Fairbanks, KFAR.....Royal O'Reilly

Puerto Rico

San Juan.....Jose Raul Ramirez

CANADA

Alberta

Calgary, CFAC.....A. R. Brown
Edmonton, CFRN.....W. Rainer
Grande Prairie, CFGP.....Gordon H. Cummings

British Columbia

Chilliwack, CHWK.....Thomas Rannie
Kamloops, CFJC.....Danny Tomada
Kelowna, CKOV.....W. H. Stewart
Vancouver,
CJOR.....Don Wilson
CKMO.....D. G. Hill
Victoria, CJVI.....D. M. Weaver

Manitoba

Winnipeg, CKY.....P. H. Richardson

New Brunswick

Moncton, CKCW.....Dr. George Ross
Saint John, CHSJ.....Bruce Holder

Nova Scotia

Antigonish, CJFX.....Michael MacDonald
Halifax, CHNS.....Richard L. Fry
Sydney, CJCB.....Mrs. A. F. McKinnon

Ontario

Chatham, CFCO.....Carl Monk
Hamilton, CHML.....Philip Tahany
Kingston, CKWS.....Bruce Tremeer
Kirkland Lake, CJKL.....Tom Watson
North Bay, CFCH.....Warren Robertson
Owen Sound, CFOS.....Marie Keenan
Petersborough, CHEX.....Karl E. Monk
St. Catharines, CKTB.....Clarence Colton
Stratford, CJCS.....C. W. Trethewey
Timmins, CKGB.....Harrison Flint
Toronto,
CFRB.....Roy Locksley
CKCL.....Maurice Dalton Rapkin
Wingham, CKNX.....Harold V. Pim

Prince Edward Island

Charlottetown, CFCY.....Mrs. K. S. Rogers

Quebec

Montreal,
CBF-CBM.....Jean Beaudet
CKAC.....Paul Corbeil
Quebec, CBV.....Capt. T. F. Gapnier
Sherbrooke, CHLT.....P. M. Robidoux
Three Rivers, CHLN.....Jean Laforest

Saskatchewan

Prince Albert, CKBI.....G. Dobson
Regina, CJRM.....Sam H. Hillier
Saskatoon, CFQC.....Cy Cairns

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HOME ECONOMICS DIRECTORS
OF STATIONS IN UNITED STATES AND CANADA

Winning the war on the home front has been an all-out activity of station home economists ever since Pearl Harbor. With rationing and shortages of taken-for-granted items, housewives have received a much-needed helping-hand to tailor the family menu to wartime conditions.

Another much-needed service provided by this department concerned wartime lunches for defense plant workers. The many suggestions and programs built around this one project alone was an educational campaign of tremendous magnitude.

Alabama

Anniston, WHMA ..... Anne Snoddy
Bessemer, WJLD ..... Grace Tutwiler
Earline Tully
Decatur, WMSL ..... Mrs. Reid Sherard
Momile, WMOB ..... Eleanor Boyd Whitelaw
Montgomery,
WCOV ..... Eve Lynn
WSFA ..... Camille Brown

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Arizona

Phoenix, KOY ..... Elizabeth Taylor
Safford, KGLU ..... Alberta Hunt
Tucson, KTUC ..... Leigh Price

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Arkansas

El Dorado, KELD ..... Dorothy Jung
Fort Smith, KFPW ..... Gladys Miller
Hot Springs, KTHS ..... Hazel Jacobs
Little Rock, KLRA ..... Mina Madden
Texarkana, KCMC ..... Hazel Craig

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California

Bakersfield, KERN ..... Carolyn Kern
Beverly Hills, KMPC ..... Virginia Mansfield
Eureka, KXO ..... Jean Jordan
Fresno,
KFRE ..... Francis Quinn
KMJ ..... Erma Giffen Gregory
Long Beach, KFOX ..... Mrs. Vera Morris
Los Angeles
KFI ..... Agnes White
KFVD ..... Violet Schram
KFWB ..... Chef Milani
KHJ ..... Norma Young
KMTR ..... Marion Lee, Eugenia Claire
Oakland,
KLX ..... Rose Patterson
KROW ..... Susan Little
Pasadena, KWKW ..... Jean Sterling
Sacramento,
KFBK ..... Katharine Kitchen
KROY ..... Martha Morton
San Diego, KGB ..... Molly Morse
San Francisco
KFRC ..... Mrs. Josephine Martin
KGO ..... Ann Holden
KJBS ..... Ruth Thompson
KPO ..... Dorothy Rankin
KSAN ..... Ruth Franklin
San Luis Obispo, KVEC ..... Helen Fisher
Santa Barbara, KTMS ..... Mary Baciu
Santa Rosa, KSRO ..... Elaine Swain
Stockton, KWG ..... Marjorie Lee
Watsonville, KHUB ..... Yvonne Dale

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Colorado

Denver
KFEL ..... Salome Hansen
KLZ ..... Maida Severn
KOA ..... Lora Price
Grand Junction, KFXJ ..... Mildred Fuller
Greeley, KFKA ..... Dorothy Baldwin MacClary
La Junta, KOKO ..... Frances Robinson

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Connecticut

Hartford
WTHT ..... Una King
WTIC ..... Nan Clarke
New Haven, WELI ..... Janet Slayton
Stanford, WSRR ..... N. Dougherty
Waterbury, WBRY ..... Fay Clark

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Delaware

Wilmington, WDEL ..... Mary McCauley
WILM ..... Barbara Wright

District of Columbia

Washington
- WJSV ..... Elinor Lee
- WOL ..... Frances Northcross
- WRC ..... Mary Mason
- WWDC ..... Mary Dorr

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Florida

Gainesville, WRUF ..... Margaret Martin
Jacksonville, WPDQ ..... Anne Daily
Miami
- WIOD ..... Jane Butler
- WQAM ..... Alaine Powell

Orlando
- WDBO ..... Myrtle Carry
- WLOF ..... Barbara Brown

Panama City, WDLP ..... Dorothy Story
St. Augustine, WFOY ..... Ann Bernice Nachtman
Sarasota, WSPB ..... Jayne Taylor
Tampa, WFLA ..... Patsy Kent

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Georgia

Atlanta, WAGA ..... Mary Lucille
Augusta,
- WGAC ..... Theodora Morgan
- WRDW ..... Eileen Stulb

Cedartown, WGAA ..... Rowena Whitfield
Columbus, WRBL ..... Anice Wismer
Gainesville, WGGA ..... Nancy Thompson
Macon, WBML ..... Rosemary Jones
Waycross, WAYX ..... Emmie Murray

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Idaho

Boise, KIDO ..... Betty Ash
Wallace, KWAL ..... Lillian Samms

•

Illinois

Bloomington, WJBC ..... Peggy Payne
Champaign, WDWS ..... Katherine Sherrick
Chicago
- WAAF ..... Halloween Martin
- WAIT ..... Helen Dean
- WEDC ..... Sophie V. Brady
- WGN ..... June Baker
- WLS ..... Harriet Hester, Martha Crane, Helen Joyce
- WMAQ ..... Elizabeth Hart

Decatur, WSOY ..... Easter Straker
East St. Louis, WTMV ..... Jane Foster
Harrisburg, WEBQ ..... Virginia Sidell
Herrin, WJPF ..... June Janess
Jacksonville, WLDS ..... Eureath Freyermuth
Quincy, WTAD ..... Marian Sexton
Rockford, WROK ..... Harriette Thompson, Lorna Lane
Rock Island, WHBF ..... Kay Davis
Springfield, WCBS ..... Mary L. Dilley
Urbana, WILL ..... Candace Hurley

Indiana

Fort Wayne
- WGL ..... Sue Gibson
- WOWO ..... Jane Weston

Indianapolis
- WFBM ..... Rose Lee Farrell
- WIBC ..... Jane Day

Lafayette, WASK ..... Bayne A. Spring
New Albany, WGRC ..... Charlotte Falkner
South Bend, WSBT ..... Mrs. J. B. Riley
Vincennes, WAOV ..... Aline Arnold

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Iowa

Ames, WOI ..... Martha Duncan
Boone, KFGQ ..... Nellie Workman
Burlington, KBUR ..... Mary Weaver
Cedar Rapids, WMT ..... Libbie Vaughan
Davenport, WOC ..... Mary Louise Marshall
Des Moines
- KSO ..... Helen Watts Schreiber
- WHO ..... Dorothy Dale

Dubuque, WKBB ... Sister Mary St. Clara, B.V.M. Jane Foster
Ottumwa, KBIZ ..... Winifred Colman
Shenandoah, KMA ..... Leanna Driftmier, Edith Hansen

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Kansas

Atchison, KVAK ..... Dottie Taylor
Dodge City, KGNO ..... Mrs. Florence Carrier
Emporia, KTSW ..... Miriam Porter
Garden City, KIUL ..... Marion Lee Ball
Hutchinson, KWBW ..... Frances Everitt
Kansas City, KCKN ..... Olive Osborn
Salina, KSAL ..... Helen Geis

•

Kentucky

Harlan, WHLN ..... Eula Jones
Hopkinsville, WHOP ..... Bonnie Bessire
Paducah, WPAD ..... Betty Ann Clement

•

Louisiana

Alexandria, KALB ..... Dorothy Alden
New Orleans,
- WDSU ..... A. Arthur
- WWL ..... Martha Adams

•

Maine

Lewiston, WCOU ..... Roselle Coury
Portland, WCSH ..... Nancy King

•

Maryland

Baltimore
- WCAO ..... Bettie McCall
- WFBR ..... Martha R. Temple, Jeula Forsyth
- WITH ..... Eva Ve Verke

Massachusetts

Boston
WBZ-WBZA.....Mildred W. Carlson, Marjorie Mills, Imogene Wolcott
WEEI.....Heloise Parker Broeg
Fitchburg, WEIM.....Joan Shirley
Greenfield, WHAI.....Ann Erickson
Holyoke, WHYN.....Helen Hope
Hyannis, WOCB.....Marion Crowell
Lawrence, WLAW.....Irene F. Morgan
Lowell, WLLH.....Ann Bradford
Springfield, WMAZ.....Ethel Henin
Worcester, WTAG.....Mildred Bailey

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Michigan

Bay City, WBCM.....Frances Patterson
East Lansing, WKAR.....Jeanette Lee
Kalamazoo, WKZO.....Evelyn Courtney
Muskegon, WKBZ.....Elsie Buttrick
Port Huron, WMLS.....Anne B. Coushaine
Saginaw, WSAM.....Janice Widmoyer

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Minnesota

Albert Lea, KATE.....Kay Bonner
Duluth, WEBC.....Elinor Barney
Mankato, KYSM.....Jeanne Kimball
Minneapolis-St. Paul,
WCCO.....Madge Brown
WDGY.....Myra Johnson
WLB.....Ralph T. Backstrom
WTCN.....Ann Ginn
St. Paul, KSTP.....Bee Baxter
Virginia, WHLB.....Jewell Parsons

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Mississippi

Columbus, WCBI.....Jane Burrous
Greenville, WJPR.....Sallie Kellner
Jackson, WSLI.....Nancy Chambers

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Missouri

Hannibal, KHMO.....Betty Huston
Joplin, WMBH.....June Darby
Kansas City
KCMO.....Anne Hayes
KMBC.....Nancy Goode, June Martin
WDAF.....Betty Lee
Poplar Bluff, KWOC.....Helen Peterson
St. Louis
WEW.....Ann Printy
WIL.....Kay Morton
Sedalia, KDRO.....Betty Page
Springfield, KTTS.....Kathleen Peters
KWTO.....Dorothy Martin

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Montana

Missoula, KGVO.....Margaret L. Peterson

Nebraska

Grand Island, KMMJ.....Jane Anderson
Kearney, KGFW.....Maxine Selover
Norfolk, WJAG.....Mary Moore
Omaha
KOIL.....Belle West
KOWH-WOW.....Martha Bohlson

•

New Hampshire

Manchester, WMUR.....Betty Leary
Portsmouth, WHEB.....Lee Spencer

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New Jersey

Asbury Park, WCAP.....Georgianne Burley
Atlantic City,
WBAB.....Peggy Johnson
WFPG.....Hazel Hartman

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New Mexico

Albuquerque, KGGM.....Vergie Abeyta
Clovis, KICA.....Bonnie Cook
Las Vegas, KFUN.....Dorothy G. Thwaites

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New York

Albany,
WABY.....Judy James
WOKO.....Louise Benay
Batavia, WBTA.....Mrs. Helen G. Neville
Binghamton, WNBF.....Sarah Burbank
Buffalo, WEBR.....Esther Huff
Ithaca, WHCU.....Eileen Winchell
Jamestown, WJTN.....Helen Carr
Kingston, WKNY.....Jane Meredith
Newburgh, WGNY.....Genevieve Judy
New York
WINS.....Shirley Eder
WJZ.....Nancy Booth Craig
WOR.....Bessie Beatty, Pegeen Fitzgerald, Martha Deane, Alfred McCann, Dr. Walter Eddy, Imogene Woolcott
Niagara Falls, WHLD.....Clarice Johnston
Olean, WHDL.....Mae Brown
Rochester
WHAM.....Hazel Cowles
WHEC.....Marian Karasick
WSAY.....Marian Karasick
Saranac Lake, WNBZ.....Ruth O'Connell
Schenectady, WGY.....Martha Brooks, Betty Lenox
Syracuse
WGY.....Martha Brooks, Betty Lenox
WSYR.....Ruth Chilton
Troy, WTRY.....Kay Moser
Utica, WIBX.....Elizabeth Odames
Watertown,
WATN.....Mrs. Clara Bell
WWNY.....Betty Barton, Anne Jones
White Plains, WFAS.....Betty Patterson
Woodside, WWRL.....Marion Steinle

North Carolina

Asheville, WISE.....Leahman Fair Wall
Burlington, WBBB.....Johney Wagner
Charlotte, WSOC.....Margaret Walker
Durham, WDNC.....Marian Harton
Greenville,
WGTC.....Frances Simpson
WMRC.....Frances Meyers
Goldsboro, WGBR.....Liza Beth
Greensboro, WGBG.....Marie Craven
High Point, WMFR.....Eleanor Powell
New Berne, WHIT.....Jacquelyn Melton
Roanoke Rapids, WCBT.....Mamie Nash
Washington, WRRF.....Ruth Frank
Wilson, WGTM.....Mina Ray Williams
Winston-Salem, WAIR...Marvel Carter Campbell

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North Dakota

Grand Forks, KFJM.....Fay Lufkin
Minot, KLPM.....E. H. Cooley

•

Ohio

Akron
WADC.....Glad Henri
WAKR.....Ann Parker
Cincinnati
WCPO.....Evelyn Evans
WKRC.....Georgia Gray
WSAI.....Ruth Lyons
Cleveland
WCLE.....Eleanor Hanson
WGAR.....Ruth Merriam Wells
WTAM.....Jane Weaver
Columbus
WBNS.....Fern Sharp
WCOL.....Rhea McCarty
WHKC.....June Rosen
Lima, WLOK.....Katherine Goeke
Marion, WMRN.....Madge L. Cooper
Portsmouth, WPAY.....Lucille Graham
Steubenville, WSTV.....Jane McHugh
Toledo
WSPD.....Mrs. Norma Lane
WTOL.....Jean Wright
Warren, WRRN.....Virginia Wood
Zanesville, WHIZ.....M. Weber

•

Oklahoma

Elk City, KASA.....Betty Adams
Enid, KCRC.....Margie Kaye
Oklahoma City
Koma.....Helen B. Schuyler
WKY.....Mart Adams
Ponca City, WBBZ.....Kay Kollins
Shawnee, KGFF.....Maxine Eddy
Tulsa, KVOO.....Jane Austin

•

Oregon

Albany, KWIL.....Betty Lou Wilbanks
Baker, KBKR.....Grace Baer
Corvallis, KOAC.....Mrs. Zelta Rodenwold
Eugene, KORE.....Evelyn Pohll
Grant's Pass, KUIN.....Ruth E. Crawford
La Grande, KLBM.....Jayne Moss
Pendleton, KWRC.....Rondi O'Gara
Portland
KEX—KGW.....Vera Kneeland, Helen Malloy
KWJJ.....Althee Renwick, Rita Othus
KXL.....Betty Todd
Roseburg, KRNR.....Helen Ellsworth
Salem, KSLM.....Maxine Buren

•

Pennsylvania

Butler, WISR.....Gladys Borne
Du Bois, WCED.....Virginia Wade
Easton, WEST.....Pauline A. Davis
Erie, WLEU.....Joan Clark
Johnstown, WJAC.....Jane Simmons
New Castle, WKST...Peggy Boughter, Ruth Lunt
New Kensington, WKPA.....Toni Lee
Philadelphia
KYW.....Ruth Welles
WCAU.....Jean Colbert
WFIL.....Anice Ives, Jessie Young
WHAT.....Betty Newbold
WIBG.....Cassie Brugger
Pittsburgh
KDKA.....Evelyn Gardiner
WCAE.....Lillian Malone
Wilkes-Barre, WBAX.....Susan Smith

•

South Carolina

Anderson, WAIM.....Edith Hall
Charleston
WCSC.....Gladys Sage
WTMA.....Alicia Rhett
Florence, WOLS.....Bonnie McCubbins
Greenville, WFBC.....Alice Wyman
Sumter, WFIG.....Sally Pierce

•

South Dakota

Yankton, WNAX.....Wynn Hubler

•

Tennessee

Bristol, WOPI.....Mary Perry
Chattanooga, WDOD.....Florence Gullickson
Johnson City, WJHL.....Alice Friberg
Knoxville, WNOX.....Martha Ross

•

Texas

Abilene, KRBC.....Anne O. Smart
Dallas, WRR.....Alta Faye Lackland
El Paso, KTSM.....Mrs. J. F. Kemendo
Fort Worth, KFJZ.....Mary Louise Ware
Galveston, KLUF.....Mrs. Helen D. Clough
Harlingen, KGBS.....Frances George
Houston
KPRC.....Alfred Daniel
KTRH.....Clara Fiquet
Huntsville, KSAM.....Ann Curry
Lubbock, KFYO.....Ruby Lee Leary
Palestine, KNET.....M. Stevens
Paris, KPLT.....Mary Jo Mayse
San Antonio, KTSA.....Violet Short

Utah

Provo, KOVO.....Gertrude Wiseman
Salt Lake City
KDYL.....Mildred Baker
KUTA.....June Lee

•

Vermont

Burlington, WCAX.....Ann Parker
Danville, WBTM.....Dale Carter
St. Albans, WWSR.....Cecile Crandall

•

Virginia

Harrisonburg, WSVA.....Jane Windom
Martinsville, WMVA.....Priscilla Lambeth
Newport News, WGH.....Lee Bailey
Roanoke, WSLS.....Gladys Vaudreuil
Suffolk, WLPM.....Betty Brooks
Winchester, WINC.....Marion Park

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Washington

Aberdeen KXRU.....Ruth Poindexter
Centralia-Chehalis, KELA.....Ruth Eyers
Olympia, KGY.....Therese Olsen
Seattle,
KIRO.....Helen Stryker, Marjory McPherson
KJR—KOHO.....Ann Sterling
KXA.....Helen Dyser
Spokane,
KFIO.....Ruby Rand
KFPY.....Edna Storms Moody
Tacoma, KVI.....Maurine Tuttle
Walla Walla, KUJ.....Virginia Van Hoy

•

West Virginia

Beckley, WJLS.....Jean Law
Charleston,
WCHS.....Melva Graham
WGKV.....Nancy Flournoy
Fairmont, WMMN.....Augustine Slater
Huntington, WSAZ.....Pat Wilson
Logan, WLOG.....Dorothy Armstrong
Morgantown, WAJR.....Lillian V. Majally
Welch, WBRW.....Ruth Hutchinson

•

Wisconsin

Ashland, WATW.....Anne Wills
Eau Claire, WEAU.....Marie Helmers
Janesville, CLO.....Mrs. McNeil
La Crosse, WKBH.....Cora Hauser
Madison, WHA.....Aline Hazard
Medford, WIGM.....Sigrid Enstad
Milwaukee, WISN.....Mary Ann LeMay
Superior, WDSM.....Myrna McCauley
Waunsau, WSAU.....Lenore DeVries
Wisconsin Rapids, WFHR.....Virginia Lee

•

Wyoming

Cheyenne, KFBC.....Helene Wentzel
Powell, KPOW.....Rosemary C. Meyer
Rock Springs, KVRS.....Ann Cook
Sheridan, KWYO.....Margaret Heppner

Alaska

Fairbanks, KFAR.....Miriam Dickey

•

HAWAII

Lihue, KTOH.....Esther Ruggland, Mrs. Florence Ferenandez

•

CANADA

Alberta

Edmonton, CFRN.....Jenny Jones
Grand Prairie, CFGP.....Betty Stewart
Lethbridge, CJOC.....Helen Anderson

•

British Columbia

Victoria, CJVI.....Isobel Stuart

•

New Brunswick

Campbellton, CKNB.....Margaret Taylor
St. John, CHSJ.....Mrs. Maud C. Esty

•

Nova Scotia

Antigonish, CJFX.....Zita O'Hearn Cameron

•

Ontario

Chatham, CFCO.....Gwen Nicholls
Kingston, CKWS.....Anne Wiasi
Kirkland Lake, CJKL.....Sonya Barnet
Kitchener, CKCR.....Jean Whiteside
North Bay, CFCH.....Ray Doherty
Owen Sound, CFOS.....Mrs. Stephen Breeze
Prescott, CFLC.....Helen Everetts
Windsor, CKLW.....Myrtle Labbitt
Wingham, CKNX.....Marg Brophy

•

Prince Edward Island

Charlottetown, CFCY.....Mrs. R. F. Large
Summerside, CHGS.....Mrs. Irene Dickie

•

Quebec

Montreal
CFAC.....Roberta Beatty
CKAC.....Odette Oligny
CHLP.....Mrs. Jeanne Grisseallard
Rouyn-Noranda, CKRN.....Pat Sowerby

•

Saskatchewan

Prince Albert, CKBI.....Aline Rousseau
Regina
CJRM.....Mrs. H. Martenson
CKCK.....Audrey Counsell

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Motion Picture Commentators of Stations in the United States

(*Courtesy of the* 1943 Film Daily Year Book)

Alabama

Anniston:
WHMA—Hugh Webb.
WHMA—Malcolm Street.

Birmingham:
WAPI—Lionel F. Baxter.
WBRC—Margaret Cotten.

Muscle Shoals:
WIAY—Becky Burns.

Selma:
WHBB—Marshall Parsons, Jr.

Arizona

Phoenix:
KTAR—Virginia Ricks.

Prescott:
KYCA—Roberta M. Pfister.

Safford:
KGLU—Lester McBride.
KGLU—Willard Shoecraft.

Tucson:
KTUC—Lee Preis.

Arkansas

Helena:
KFFA—Rosalind Mundt.

California

Beverly Hills:
KMPC—Joe Tonner.
KMPC—Frank Robinson Brown.
KMPC—Sam McKay.

Chico:
KHSL—"Woody" Woodling.

Hollywood:
KMTR—Irwin Allen.
KMTR—Douglas Hatton.
KNX—George Fisher.
KNX—Hedda Hopper.

Los Angeles:
KECA—Erskine Johnson.
KRKD—Glad Hall.

Merced:
KYOS—Jo Ann Evans.

Riverside:
KPRO—Grant Holcomb, Jr.

San Francisco:
KQW—Eddie Tabor.
KQW—Ira Blue.
KYA—Jack Temple.

Colorado

Durango:
KIUP—Raymond M. Beckner.

Connecticut

Bridgeport:
WICC—Denise Keller.

Stamford:
WSRR—Aime Gauvin.

District of Columbia

Washington:
WOL—Walter Compton.
WOL—Russ Hodges.
WOL—Charlie Zurhorst.
WWDC—Jimmie Wilson.
WWDC—Vera Ash.

Florida

Fort Myers:
WFTM—June Warner.

Jacksonville:
WMBR—Ann Evans.

Miami:
WQAM—Leslie T. Harris.

Ocola:
WTMC—Flavius J. Yandle.

Orlando:
WDBO—W. G. McBride.
WDBO—Sally Martin.
WOLF—Barbara Brown.

Panama City:
WDLP—Edward J. Conture
WDLP—Eddie Pierce.

Sarasota:
WSPB—Jayne Taylor.

Tallahassee:
WTAL—Mary Charles Fendley.

West Palm Beach:
WJNO—Josephine McQuillin.

Georgia

Albany:
WALB—Mrs. Mildred Cann.

Augusta:
WRDW—Ben Lucas.
WRDW—Sara Twiggs.

Cedartown:
WGAA—Jean Brooks.
WGAA—Bob Wesley.

Columbus:
WRBL—Miss Billie Wismer.
WRBL—Jack Gibney.

Illinois

Aurora:
WMRO—Miss Lee Isom.

Bloomington:
WJBC—Frank Strand.

Chicago:
WEDC—Marian Whitney.
WJJD—Ruth Shaneen.
WLS—Wilma Gwilliam.

Decatur:
WSOX—Dorothy Masterson.

Galesburg:
WGIL—Bob Gibson.

Harrisburg:
WEBQ—Harold Cook.
WEBQ—Virginia Crane.

Herrin:
WJPF—June Janess.

Jacksonville:
WLDS—Becky Vaughan.
WLDS—Edgar Parsons.

Tuscola:
WDZ—Fran Booton.

Indiana

Gary:
WIND—Bob Diller.

Indianapolis:
WIRE—Martha Meadows.

Vincennes:
WAOV—Aline Arnold.

Iowa

Burlington:
KBUR—Mary Weaver.

Dubuque:
KDTH—Jane Thomas.
WKBB—Gleason E. Kistler.

Mason City:
KGLO—Bob Lewis.

Ottumwa:
KBIZ—Harry Colman.
KBIZ—Winn Colman.

Spencer:
KICD—Leo G. Rasmussen.

Kansas

Hutchinson:
KWBW—Vern Minor.

Kansas City:
KCKN—Dorothy Quinan.
KCKN—Ruth Royal.

Kentucky

Bowling Green:
WLBT—Ann Hamilton.
WLBT—Helen Given.

Harlan:
WHLN—Vernan Nunn.

Lexington:
WLAP—Joseph Carl.

Paducah:
WPAD—Gene Peak.

Louisiana

Baton Rouge:
WJBO—Mary deVane.
WJBO—Ralph Sims.
WJBO—Eleanor Tatum.

New Orleans:
WWL—Jill Jackson.

Maryland

Baltimore:
WCAO—Frank Fan.

Frederick:
WFMD—Bill McDonald.
WFMD—James F. Crist.

Salisbury:
WBOC—Lonny Starr.

Massachusetts

Boston:
WBZ—George W. Slade.
WCOP—Russell E. Offhaus.
WEEI—Priscilla Fortescue.
WORL—Mary Ruth.

Fitchburg:
WEIM—Joan Shirlee.

West Yarmouth:
WOCB—Frances B. Blake.

Worcester:
WTAG—Jimmy Lee.

Michigan

Port Huron:
WHLS—Harmon L. Stevens.

Saginaw:
WSAM—Janice Widmoyer.

Sault Ste Marie:
WSOO—Frank F. Firnschild.

Minnesota

St. Cloud:
KFAM—Hubert Hugo Warner.

St. Paul:
WMIN—Bruce G. Hayward.

Mississippi

Greenville:
WJPR—Sallie Kellner.

Natchez:
WMIS—Myra Boudreau.

Missouri

Hannibal:
KHMO—Betty Huston.

Poplar Bluff:
KWOC—Joe Roman.

St. Charles:
KMOX—Katherine Darst.
KMOX—Frances Casement.

Montana

Kalispell:
KGEB—Don Treloar.

Nebraska

Grand Island:
KMMJ—Dick Yarnall.
KMMJ—George C. Kister.

Nevada

Reno:
KOH—Robert Regent.

New Hampshire

Laconia:
WLNH—Sherwin Greenlaw.
WLNH—Margery Webster.

Portsmouth:
WHEB—Winslow Bettinson.

New Jersey

Atlantic City:
WFPG—Edgar A. Sweet.
WFPG—Ethel Rattay.

Bridgeton:
WSNJ—Donald C. Hart.

Camden:
WCAM—Dayton Lummis.
WCAM—Walter A. Maguire.

New Mexico

Hobbs:
KWEW—Chet L. Gonce.

Roswell:
KGFL—Frank W. Joyce.
KGFL—Howard Brown.

New York

Albany:
WABY—Louise Benay.

Batabia:
WBTA—Dick Driscoll.

Binghamton:
WNBF—Dottie Baker.
WNBF—Wally Buman.
WNBF—Henry Sawtelle.

Buffalo:
WBEN—Jack Paar.

Jamestown:
WJTN—Mrs. Helen Carr.

New York:
WEVD—Mark Toby.
WEVD—Allan Black.
WHN—Adrienne Ames.
WINS—Martin Weldon.
WJZ—Nancy Booth Craig.
WJZ—Allen Prescott.
WJZ—Ed East.
WNEW—Paula Stone.
WOV—Diana Boldi.

Newburgh:
WGNY—Dick Crans.

Niagara Falls:
WHLD—E. Murray Little.

Ogdensburg:
WSLB—Harold Gilman.
WSLB—Ellen Emery.
WSLB—Flo Beach Rowe.

Rochester:
WHEC—Marion Karasick.
WSAY—John Springer.
WSAY—Mort Nusbaum.

Syracuse:
WAGE—Thelma Jean MacNeil.
WAGE—Gordon Alderman.
WOLF—Hamilton M. Woodle.

Watertown:
WATN—Lilian Miles.
WWNY—Robert D. Mowers.

North Carolina

Asheville:
WWNC—Norine Lowe.

Burlington:
WBBB—E. Z. Jones.

Charlotte:
WAYS—Bill Mitcham.

Goldsboro:
WGBR—Elizabeth Rosenthal.

Greenville:
WGTC—Frances Simpson.
WGTC—Jimmy Simpson.

High Point:
WMFR—Stan Conrad.

Roamoke Rapids:
WCBT—Philip Cooke.

Salisbury:
WSTP—Miss Winn Jones.

Washington:
WRRF—Charles Whidbie.
WRRF—Bob Brisindine.
WRRF—Mrs. George Martin.

North Dakota

Valley City:
KOVC—Bob Ingstad.

Ohio

Cincinnati:
WCKY—Carol King.
WCKY—Olive Kackley.
WCPO—Georgia Brune.
WCPO—Edna Sherwood.

Cleveland:
WGAR—Joe Wilson.

Columbus:
WCOL—Eugene Ragle.

Marion:
WMRN—Louis T. Marsh.
WMRN—Madge L. Cooper.

Springfield:
WIZE—Laura Leslie.

Oklahoma

Bartlesville:
KWON—Ann Emery.

Muskogee:
KRIX—Lowell Clark.

Oklahoma City:
KOCY—Miss Lou Maystrick.
KTOK—Russell V. Miller.
KTOK—Minnie Jo Curtis.

Tulsa:
KTUL—Glen Condon.

Oregon

La Grande:
KLBM—Jayne Moss.

Portland:
KGW-KEX—Grace Elliott.
KWJJ—Art Morey.
KWJJ—Thea Craig.
KXL—Betty Todd.
KXL—George Heimsich.

Pennsylvania

Butler:
WISR—Bob Kaufman.
WISR—Kaye Balfe.

Dubois:
WCED—Anna Jane Mull.

Erie:
WERC—J. Jacob Young.

Lancaster:
WGAL—Clair R. McCollough.

Lewistown:
WMRF—Preston Rittenhouse.

Philadelphia:
KYW—Jack O'Reilly.
WCAU—Betty Hurd.
WCAU—Powers Gouraud.
WDAS—P. J. Stanton.
WIBG—Fred Wieting.

Sharon:
WPIC—Paul Gamble.

South Carolina

Charleston:
WTMA—Alicia Rhett.

Columbia:
WCOS—Howard Hamrick.

Spartanburg:
WORD—G. O. Shepherd.
WSPA—Jane Dalton.
WSPA—Harriet Anderson.

Tennessee

Chatanooga:
WDEF—Dolly Madison.

Clarksville:
WJZM—George Stump, Jr.

Jackson:
WTJS—Denny McClain.
WTJS—James Hoppers.

Johnson City:
WJHL—Alice Friberg.

Memphis:
WHBQ—Frances Kieran.

Texas

Amarillo:
KGNC—Wes Izzard.

Beaumont:
KFDM—Clyn Ellis.

Brownwood:
KBWD—T. Corbett.

Dallas:
WFAA-KGKO—John Rosenfield.
WRR—Alta Faye.

Denton:
KDNT—Mary Grace Smith.
KDNT—Eloise Johnson.

Fort Worth:
KFJZ—George Erwin.

Houston:
KXYZ—Marjorie Hazelwood.

Kilgore:
KOCA—Dorothy Baker.

Laredo:
KPAB—George Day.

Longview:
KFRO—James R. Curtis.

Pampa:
KPDN—Harry Wahlberg.

Sherman:
KRRV—Jo Ann Korioth.

Utah

Cedar City:
KSUB—Hurschell Urie.
KSUB—Arthur Higbee.

Logan:
KVNU—Jack Braunagel.
KVNU..Reed Bullen.

Provo:
KOVO—John Krier.
KOVO—Shirl Black.

Vermont

St. Albans:
WWSR—Mal Weaver.
WWSR—Tom Colton.

Virginia

Danville:
WBTM—Miss Dale Carter.

Lynchburg:
WLVA—Claude E. Taylor.

Suffolk:
WLPM—Betty Brooks.
WLMP—Francis Bowie.

Washington

Seattle:
KEVR—Don Klein.

Walla Walla:
KUJ—Shirley Lee.

West Virginia

Beckley:
WJLS—Peter Arnell.

Bluefield:
WHIS—Elsia Thomas.

Charleston:
WGKV—Joe B. Matthews.

Huntington:
WCMI—Ned Brooke.

Welch:
WBRW—Johnny Villani.
WBRW—Sid Tear.
WBRW—Ruth Hutchison.

Williamson:
WBTH—Alice Stein.

Wisconsin

Janesville:
WCLO—Paul Ruhle.
WCLO—Pat Alan.

La Crosse:
WKBH—Russ Huber.

Marinette:
WMAM—Mary Kay.

Medford:
WIGM—Roy La Mere.

Oshkosh:
WOSH—Larraine Kuehn.

Wisconsin Rapids:
WFHR—Bruce Beichl.

Wyoming

Cheyenne:
KFBC—Margaret O'Brien.

Powell:
KPOW—Rosemary.

Sheridan:
KWYO—Mel Hallack.
KWYO—Herb Siebert.

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TELESCRIPTS

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AP *Radio News Wire.*

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COAST TO COAST

WHEN RADIO WRITES FOR WAR

Prepared by DICK DORRANCE and JOSEPH LISS,
OWI, Domestic Radio Bureau

A digest of practical suggestions on wartime radio scripts, prepared at the request of the Nation's radio writers by the Domestic Radio Bureau, Office of War Information.

Above All Else

The Office of War Information has received an increasing number of inquiries from radio writers, seeking advice and cooperation on the most effective methods of presenting war information.

This material has been prepared as a digest of the many suggestions supplied by the Domestic Radio Bureau to these writers, and is being issued at their request in the belief that these recommendations may be of assistance to American radio in general.

We have no desire to be censors, no desire to tell writers what they should say. We want only to point out—in accordance with the wish of these writers themselves—some of the common errors that often cause listener confusion.

Competent radio writers realize the responsibility that is theirs to give our Nation an authentic picture of the gravest peril free men have ever faced.

> **They know that people look to radio for full information on the operations of our armed forces, within the limits of military security. They know that, behind the firing line, at home, and in the war factories, people also look to radio for information. All Americans are anxious to learn how they may best help their sons and brothers in uniform win the war.**

You will find that the following suggestions contains more "don'ts" than "do's." This is because the "do's" can be enumerated simply.

> * * * **DO study carefully all Radio Background bulletins sent out by the Office of War Information. They constitute official statements of America's war problems. Read the background material closely. You can't know too much about a subject. It's time well spent, and rewriting saved, if you understand every angle thoroughly.**

> * * * **DO understand that war information must be aimed accurately, handled with care, with intelligence, with respect. Routine announcements, sensationalism, commercials that capitalize on the exigencies of war, name-calling, over-confidence . . . these are practices that can hardly come under the heading of war information.**

Radio must explain and instruct.

What radio says must be authentic, well-considered, simply stated.

Radio must present the war and its problems in true proportions, giving proper emphasis to all matters and observing always the tenets of good taste.

Radio and Its Messages

There are, as you know, two main types of war messages.

(1) Messages of "action."

(2) Messages of "understanding."

The "action" messages deal with specific, tangible things. They tell people the why, and what-to-do, of such matters as national mileage rationing, fuel conservation, salvage, etc. The facts involved are expressed simply. They may be put into a few words, supported by "reason why."

But war information is more than messages of "action." There are also things every citizen must know and understand about our fight if he is to play his part in this conflict and in the establishment of a fair and lasting peace. They are complex, continuing, frequently ignored or misunderstood things. In effect, they are ideals—the grasping might-by-right ideals of the Axis, and our own ideals toward a free existence.

These are the background of our war. Radio has an inescapable obligation to give its listeners a fuller understanding of whom we fight, and what we hope to gain in terms of universal freedom for all men everywhere.

Those Who Are Against Us

Consider, first, the enemy.

His existence is our major problem. He is ruthless, calculating, intelligent, in his own warped way. He is as determined to conquer us as we should be to overthrow him.

Don't minimize the enemy's ability, his weapons, his staying power in this fight.

Don't make the enemy an object of humor. Beware of ridiculing him in ways that may lead the public to underestimate his strength, to become complacent, to slacken the intensity of its effort.

Calling the enemy by derogatory names—"yellow rats" or "dirty Huns" is an ineffectual way of fighting. Actions, not epithets, win wars.

> **Our enemy is the German Nazi, the Italian Fascist, the Japanese militarist. At the same time, our enemy is not necessarily the German, Italian, or Japanese people. They have been misled by despotic rulers, by lies, by false promises based on false premises. And, when those among them who have brought this trouble on the world are eradicated, the people themselves must be permitted to know the fuller, better life that is our aim for all the world.**

The enemy is not only in the Axis lands. His doctrines can come among us—into the cities and homes of America—when people here embrace the Axis ideals and philosophy of life. Men and women who foster racial prejudices are fighting for the enemy. So are the unwitting isolationists who want to appease and make shallow compromises with our enemies.

The Axis lives by war, by destruction, by death and the trampling of all human rights. Our enemies are all those persons and governments that think the Axis way is the right way. This globe is too small for them and us.

Those Who Are With Us

The United Nations, of course, are the antithesis of the Axis. Our theme is one of unity—of common action, common love of freedom, common consideration and esteem of one group of people for another.

We're not at war with the Axis just because it happens to be on the opposite side of the battle line. The United Nations are at war because the world the Axis wants to create has no place for men of free will.

Look upon the United Nations as *people* . . . people who may speak different languages, worship in different churches, live in diverse lands with different climates, customs, economies, histories and governments. Regardless of this, they still are bonded in an imperishable

desire to have all men, everywhere, know the fundamental freedoms.

The American public, by and large, still fails to understand the fullness of the term "United Nations." It does not mean a simple fraternalism that springs from a common plight. Instead the aim of the United Nations coalition is a sound and sensible working agreement upon which we can rest all our hopes for a successful post-war world.

The United Nations are more than just "the allies." They are *not* merely a collection of political entities, an array of governments geared opportunistically in a military enterprise of neck-saving proportions.

When you deal with them in scripts, dont take the superior viewpoint that the Yanks are coming and now the world's worries are over. Remember that America's part in this global struggle still has far, far to go before it matches that of the British, Russians, Chinese, and other United Nations. They have thrown resources and manpower and sacrifices into the fight that overshadow our own preliminary efforts.

Don't take the attitude that all the rest of the world is following America. Don' talk about America as the future center of world culture.

Don't give the impression that we're the only nation making planes and tanks.

Don't come out with flag-draped statements about Americans being the "best fighters" in the world.

The United Nations have found it necessary to fight for the existence of these liberties—the freedom of speech and religion, the freedom from want and fear.

When the peril has gone, the task of the United Nations will be but half-done. The United Nations who worked together in war must also work together in peace, must build for *all* men a better world in which horrors like the Axis can never again occur.

Blueprint for the Future

The common aim of the United Nations, therefore, is a just and well-planned world after the war.

The silhouette of this world has been sketched in a pioneer document of liberty supported by all of the United Nations—the Atlantic Charter.

Briefly, it proposes these as characteristics of the world in which we hope to face the future.

(1) No selfish ambitions, territorial or otherwise, by one or more nations against others.

(2) No territorial changes without the democratic consent of the peoples concerned.

(3) The right of all peoples to choose their own form of government.

(4) A world trade in which all may participate on equal terms.

(5) Full collaboration between all nations to improve labor standards, foster economic advancement and social security.

(6) A continued peace, wherein all men may live out their lives in freedom from want and fear.

(7) Full freedom of the seas for vessels of all nations.

(8) A universal abandonment of force in all world relations.

The aims, of course, are generalized. The specific means by which they should be attained can come only through the cooperation and intelligent action of the peoples themselves.

We face a grave danger. If peace comes, and the people are not ready to assume the responsibility of world reconstruction, there is certain risk that once again we shall have won a war and lost a peace.

Radio today should do all that it can, in practical and commonsense ways, to stimulate public discussions of the post-war world, to get people thinking and arguing about the kind of world they want to live in, and the practical ways we should proceed to assure that this time nothing goes amiss. Then, when peace comes, people with plans will be better equipped to tackle such problems than people who face a new future in bewilderment.

Some Have Had Thoughts

Consider these prophetic utterances by representative leaders and thinkers among the United Nations . . .

President Franklin D. Roosevelt:

There are a few people in this country who, when the collapse of the Axis begins, will tell our people that we are safe once more; that we can tell the rest of the world to "stew in its own juice"; that never again will we help to pull "the other fellow's chestnuts from the fire"; that the future of civilization can jolly well take care of itself insofar as we are concerned. But it is useless to win battles if the cause for which we fought these battles is lost. It is useless to win a war unless it stays

won . . . The objective of today is clear and realistic. It is to destroy completely the military power of Germany, Italy and Japan to such good purpose that their threat against us and all the other United Nations cannot be revived a generation hence. We are united in seeking the kind of victory that will guarantee that our grandchildren can grow and, under God, may live their lives, free from the constant threat of invasion, destruction, slavery and violent death.

Generalissimo Chiang Kai-shek:

Unless real world cooperation replaces both isolationism and imperialism of whatever form in the new interdependent world of free nations there will be no lasting security for you or for us.

Vice President Henry A. Wallace:

Everywhere the common people are on the march. Thousands of them are learning to read and write, learning to think together, learning to use tools . . . When the freedom-loving people march—when the farmers have an opportunity to buy land at reasonable prices and to sell the produce of their land through their own organizations, when workers have the opportunity to form unions and bargain through them collectively, and when the children of all the people have an opportunity to attend schools which teach them the truths of the real world in which they live—when these opportunities are open to everyone, then the world moves straight ahead.

Joseph Stalin:

. . . abolition of racial exclusivity, equality of nations and integrity of their territories, liberation of enslaved nations and restoration of their sovereign rights, the right of every nation to arrange its affairs as it wishes, economic aid to nations that have suffered and assistance to them in attaining their material welfare, restoration of democratic liberties, the destruction of the Hitlerite regime.

Viscount Lord Halifax:

Nations, like individuals, can only exist in freedom and security if they are prepared to cooperate for mutual economic welfare and, if need be, for mutual defense. In the economic sphere, indeed, everything depends upon such cooperation. But no party to such an association as we picture will be ambitious to dominate its partners. Every nation, great or small, will have its place and make its own contribution. Moreover, past experience teaches that a stable international order must admit of ordered change in the relations between states. Just as the liberty of the individual must have regard to the needs of the community, so must every nation in future accept its obligations to the general family of nations.

Mechanically Speaking . . .

We've dwelt at some length on the importance of these three overall topics—the enemy, the United Nations, the after-war world. Every-

thing else hinges or pivots on them. Every specific war message that radio conveys to its listeners contributes toward the downfall of the enemy and the strengthening of the United Nations.

This article, of course, has no thought of telling you things about the business of writing radio scripts. You're qualified to do that. What we *are* trying to do is give you a few of the same answers we've passed along in reply to sundry queries from time to time.

Our suggestions are presented for an important reason. When listeners are confused by muddy presentation of factual information on war issues, policy, operations, or progress—no matter how well-intentioned the writer of a program may have been—it retards our progress to victory. Inaccuracies, over-emphasis, poor taste, racial prejudices, super-confidence, ill-chosen words are all dangerous to a well-informed public.

Let's get down to cases . . .

The Sins of Over-statement

Superlatives are handy catch-phrases, cherished by some writers as a quick way to emphasize a point. Generally, however, superlatives and over-statements are inaccurate. This is total war. Each part of our total strength is dependent on the others. To characterize one element in the fighting and winning of the war as the *only* way, or the *best* way, is invariably inaccurate. It leads to unhealthy competition at a time when our objective should be cooperation. For example:

"The only way to win the war is to buy War Bonds."

"The best way to win the war is to turn out food for freedom."

"We will lose the war if we continue our high accident rate."

These matters are important—naturally—but none of them is the *only* thing that contributes to the job of winning the war.

Calling every new campaign of the United Nations "The Second Front" is also bad. The term "second front" has come to connote an actual invasion of Europe. The North African campaign, the battles at Guadalcanal are not "The Second Front." They are the North African campaign, the South Pacific theater of war, or "a new front."

Brass Buttons & Bands

War is not pretty. Wars aren't fought so that people can wear pretty uniforms. People don't join the armed forces or the merchant

marine "to see the world." Women don uniforms and go into war factories so they can do hard useful work. The fighting man's job is to destroy the enemy, to fight for "our way of life."

"Our way of life" is a broad statement. There isn't always time during a short recruiting announcement to go into a definition of post-war aims. This difficulty, nevertheless, is no justification for any radio writer to present such misleading sales talk as:

> *"Join the WAACS (or WAVES) and wear the good-looking, proud khaki (or blue) of the service. Look smart."*
>
> *"Remember, nurses (or WAACS or WAVES) have a high percentage of marriage in their ranks."*
>
> *"Join the merchant marine and travel to places you have read about, places you've dreamed of visiting all your life. See Waikiki Beach, etc. . . .*

These samples, of course, are not actual spot announcements, but a compound of wrong elements, all fused together to show what shouldn't be presented as a primary persuasion theme.

Conversely, there's no need to get gruesome and describe the rigors and risks of wartime life. It *is* important to stress the reason why men and women should serve their country. And, as a further incentive, there is no harm in pointing out the useful skills they acquire will serve them well in the post-war world.

Horror Stuff

The Code of Wartime Practices for American Broadcasters, drawn up by the Office of Censorship in collaboration with the radio industry, states: "Radio is requested to avoid dramatic programs which attempt to portray the horrors of war, and sound effects which might be mistaken for air-raid alarms."

War, once again, is not pretty. There's no point rubbing it in, or bathing in blood baths, or having seamen fried in oil. Not only is it detrimental to manpower procurement, but the womenfolk at home can picture all too vividly the horrors that may befall their men without hearing radio paint the possibilities in primary colors.

An old expert in drama—Aristotle—has been telling dramatists for more than 2,000 years that horror is inept dramaturgy. When it comes as close to home as it does in war, it's unnecessarily harmful. Here, for example, is something that both Aristotle and the women of America would shudder at:

"Every man was an expert at gouging, strangling, bone crushing, knifing, bayoneting, and otherwise putting the enemy out of action."

Horror on the air has often been employed as a device of escapism. But when the horror portrayed is *realism*—something that's really happening in this war—then it can hardly be considered either escapism or entertainment. Listeners instantly associate it with someone dear to them who may be serving under hazardous circumstances of war.

Don't picture soldiers having their legs blown off or picking shrapnel from their flesh. Go easy on screams, moans, sounds of physical pain, death rattles. And be careful that some over-dramatic actor doesn't take a sob in one of your scripts and build it up to a blood-chilling shriek. Don't have doctors saw off legs, or bodies crackle in the flaming wreckage of a bomber.

In short, stick close to the standards of good taste. Remember that excessive horror can have a serious psychological effect upon people. That's why the Axis permitted horror stories and pictures to help soften up every country its troops have invaded.

We Supreme Americans!

Over-zealous patriotic programs have not yet reached the point of closing with "Heil America"—but sometimes the effect is almost the same. Unconscious jingoism can well build up into a serious problem, threatening any intelligent consideration of the post-war world.

Take the word "yellow." Its use connotes a "white supremacy." But remember that the Chinese, Mongolians, and other Asiatic nationalities—besides the Japanese—have yellow skins.

A native of China is a *Chinese,* not a Chinaman. And all Chinese don't say "velly good" or talk like traditional laundrymen or Fu Manchu.

A native of the British Isles is a *Britisher* or the archaic *Briton*—not a "limey." A Britisher may be a Welshman, an Irishman, a Scotsman, or an Englishman. A Britisher is not exclusively an Englishman. And they don't like to be characterized as the "I say ol' top, by jove" type of puffwit.

Among Negroes—as among white men—there are college professors, scientists, soldiers who fight fascism, doctors, war production workers, human beings. When portraying a Negro on a radio program, avoid the Stepin Fechit type, the minstrel man, the stooge, the dumb

domestic, the guy always being chased by ghosts. And Negroes have names as commonplace as John and Mary. Seldom are they colorful as "Eight-ball," "Ironhead," "Blackboy." or "Razor." When Negro characters appear in a script, try to have them played by real Negroes—straight and intelligently—if Negro actors are available. And they *are* available in all large radio production centers.

Sticks & Stones . . .

What should we call our enemies? They're Germans, Japanese, Italians, Nazis, Hitlerites, or Fascists. To pepper them with epithets like yellow Japs, dirty Huns, beasts, monsters, snakes—or to describe them as stupid, dumb, filthy, wooden-headed and so on—is not the way to win battles. Guns are more effective than name-calling. Besides, when we say the enemy is "stupid" or "dumb," we underestimate him and fool only ourselves. Don't minimize the Japanese by typing them as funny little men whose teeth protrude, who always wear thick-lensed spectacles, and say "so-solly" with an unctuous oiliness. Actually, the Japanese are tough fighting men, ruthless and fanatical in their military aspirations.

We can't hope that people will stop using the name "Japs." It's a convenient abbreviation—but after the war its continued use will not help the peace. After the warlords are overthrown, we shall have to accept the Japanese people into the common brotherhood of all men. The chauvinistic monicker of "Jap" will always bear the stigma of describing a hated enemy. Remember, incidentally, that loyal Japanese-Americans—now in western U. S. relocation (not concentration) camps—strongly resent being called "Japs."

Boasting about what we did in old wars won't help win this one. Boasting about old wars when we fought people who now fight beside us hardly promotes world unity. Don't dwell at length on the past military exploits of this country as evidence that we are invulnerable. This does not mean we shouldn't point with pride to times when we've fought in defense of the ideals of free men.

Fun as Usual

Writers are not expected to lose their sense of humor when they write war scripts. Comedy and farce, when properly handled, can be a good vehicle for war messages. Certain situations that were funny

in peace-time, however, no longer seem so funny to listeners in view of wartime restrictions and sacrifices.

> Programs that will be relayed overseas should avoid gags or situations that show "business as usual" on the home front. A day at the race track, crowds in a night club, vacation excursions, and the like may be construed by troops on the fighting fronts to indicate that the people back home are not really in the war. Besides, it might supply useful fodder for enemy propaganda machines.
>
> Because of the rubber shortage and nationwide mileage rationing, scripts should avoid sequences where automobiles are used for non-essential purposes. Don't have the hero and heroine go for a ride in the moonlight. Don't show automobiles being used for long inter-city trips. Cut out the cross-country racing at 70 miles an hour.

Placing war messages on comedy scripts requires particular care if worthwhile results are to be attained. Be careful not to subordinate the message to the humor. Don't let it get lost in the laughs. End up on a serious note. The change of tempo punches the message home all the harder.

In our judgment, it is poor taste to tie commercial plugs in with war messages. Listeners lose confidence, not only in the message but also the product which tries to capitalize on the gravity of the war. Surveys and letters of protest show a strong public resentment to the practice of commercial advertisers injecting high-power pressure at the expense of the war.

There is no more horrible example to give you than the slogan flaunted by the maker of a hair-removal cream—"For a nation under arms, watch your under-arms." Equally opportunistic are commercials that hitch-hike on war production incentive and nutritional needs, urging housewives to feed their husbands plenty of Smuggins Krispy-Crax for breakfast so they can help win the war.

The Right Words

Words are important tools in the waging of war. Here are some rusty ones that can stand a little polishing.

> *War effort* is apologetic. *Effort* can mean nothing more than *severe exertion* or *attempt*. Since the word implies questionable endeavor and, at the same time, has been done to

death, why use so weak a term? What's wrong with *war job, war drive, fighting the war* or just plain *war?*

Sabotage has also been over-used and applied to any and everything that might hamper the war. If a man doesn't show up for work, it's *sabotage.* If you don't vote, it's *sabotage.* If you go Sunday driving, it's *sabotage.* Words quickly lose their original meaning when used so indiscriminately.

There are no *defense plants.* They are *war plants.*

War is not a *game.* It's not fun to shoot down *"Jap"* planes.

Don't *exterminate the enemy.* Don't boast that we'll kill all the Japanese and Germans on the face of the globe. Extermination is Hitler's policy—not ours.

Avoid the word *conquer* in referring to successful military expeditions that have recovered territory from the Axis. The policy of the United Nations is not one of conquest. Our aim is to liberate, to restore countries to their rightful owners.

Don't use the expression *gasoline rationing.* The proper term is *mileage rationing.* There is no gasoline shortage except along the Atlantic seaboard. We are rationing miles so as to save rubber.

A Few Other Suggestions

Audience reaction toward some programs on the air today makes it advisable to point out a few other faults that can be quickly remedied:

Whenever working messages into dialogue and dramatizations, try to keep a logical, natural atmosphere. Don't have a poorly educated character launch into a brilliant exposition of ways to avoid inflation. Avoid soapbox oratory, long and tiresome harangues, stilted recitations of facts. The way to work messages into dialogue is with in-character conversations, plot structure, plausible situations.

When you build up an argument *against* some particular war measure so as to knock it down with reasons and logic *for,* be sure that you knock it down *convincingly and completely.* To leave any lingering doubts in a listener's mind is, obviously, harmful.

"Scare" broadcasts can be dangerous. The idea of having a gutteral voice break into an apparently routine broadcast with "Stop!" in the name of the Third Reich!" and pretend to take over the station,

followed by a plug for War Bonds on the ground "this really isn't happening, but it might" is needlessly sensational. It gives listeners a sense of being duped, followed by resentment. In some cases, it has resulted in near-panic. Making America jittery is a poor way of selling the war.

No Room for Rumor

Here are some suggestions about rumor—a tricky subject that must obviously be handled with care.

The first rule for radio, when dealing with rumors, is *don't quote an actual rumor on the air.*

Actual tests show that this usually results in even wider circulation than would be the case if radio hadn't entered the picture at all. Don't quote them for purposes of refutation or ridicule or adding a gag twist.

Even if only one or two people miss the point, there's still the chance they may send the whisper running through ever-widening circles. Besides, don't forget that some crepe-hangers are never happier than when they have a juicy rumor to play with.

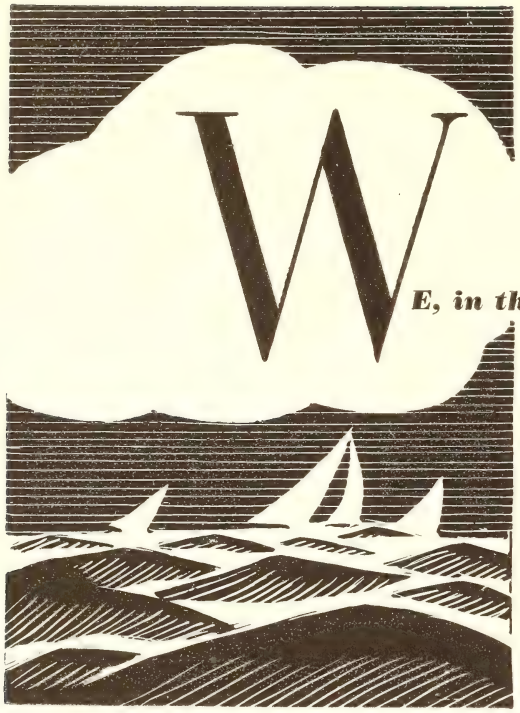
A denial rarely catches up with or effaces the original impression created by a rumor. Leave the spiking of them to government officials.

Avoid dramatizing rumors and rumor-mongering in specific terms and incidents. This only encourages people to go witch hunting or snooping on the man next door. Even fictitious examples of rumor are likely to back-fire.

This, however, should not be construed to mean that radio can't do anything useful in this battle against malicious gossiping. The most effective antidote is *information*—straight-forward, authentic, complete information. Tell your listeners the facts, but make no *reference to existence of the rumor* that required dissemination of such facts. In this way, you fight it directly without running the risk of spreading its harm.

The Bugaboo of Propaganda

Don't talk too much in your programs about the menace of Axis propaganda. There has been considerable indifference to it thus far, but we always face the danger of exaggerating its importance. Which,



WE, in the Printing profession, one of the oldest forms of public information and recreation, are proud to be so closely associated with the Radio profession, one of the newest and most active forms of public information and recreation.

We have a long established tradition to uphold, while Radio still in its infancy, is constantly establishing new and amazing traditions that will endure for a great many years to come.

This Radio Annual will remain as the printed record of the many traditions created during the year nineteen forty-two.

The Barnes Printing Co., Inc.

229 West 28th Street - - - - New York

of course, is just what the Axis wants us to do. They've worked hard to build up an illusion of invincibility. Let's not play their game.

Don't spotlight specific cases where the Axis propaganda machine has been at work, even for purposes of ridicule—except when released by an official government agency.

It's worth remembering that comparatively few persons listen to shortwave broadcasts. These, of course, are the principle channel by which the Axis tries to pour poison into the United States. To spotlight any specific item of propaganda which has not been officially released by the U. S. Government may stimulate listeners' curiosity to the point of eavesdropping directly on Berlin, Rome, or Tokyo.

One Final Word

Clearance does *not* mean censorship.

The clearance of scripts is performed in the interest of accuracy, consistent war information policy, and to avoid common errors that often cause listener confusion.

In the case of private or commercial programs, not presented in cooperation with government agencies and not for overseas consumption, clearance is optional. (Scripts for overseas must be cleared by the Office of Censorship.) However, when using material that relates to governmental or military problems, realize the advisability of clearing the final script for accuracy of message, technical authenticity of the scene, and the safeguarding of vital information.

ALL programs sponsored by Government agencies—fully or in part—must be cleared with the Script Editor, Domestic Radio Bureau, Office of War Information, or any of its regional branches.

Clearance IS NOT—

. . . censorship.

. . . a means of holding up your script. A script can be cleared, in many cases, within a half hour. But give the clearance editor more time. He may have more scripts on his desk than just yours.

Clearance IS—

. . . a way to make your scripts better.

. . . a guarantee of accuracy and uniformity of information.

The Domestic Radio Bureau of the Office of War Information at Washington, or any of its regional offices throughout the country, will be glad to give you advice on all clearance matters.

FOR VICTORY TODAY AND SOUND BUSINESS TOMORROW

Get This Flag Flying Now!

This War Savings Flag which flies today over companies, large and small, all across the land means *business.* It means, first, that 10% of the company's gross pay roll is being invested in War Bonds by the workers voluntarily.

It also means that the employees of all these companies are making a definite contribution to Victory . . . by helping to buy guns, tanks, and planes that America and her allies *must* have to win. And it means that billions of dollars will be held in readiness for post-war readjustment.

Think what 10% of the national income, saved in War Bonds now, month after month can buy when the war ends!

For Victory today . . . and prosperity *tomorrow*, keep the War Bond Pay-Roll Savings Plan rolling in *your* firm. Get that flag flying now! For full details, plus samples of result-getting literature and promotional helps, write or wire: War Savings Staff, Section F, Treasury Department, 709 Twelfth Street NW., Washington, D. C.

EVERYBODY EVERY PAYDAY AT LEAST 10%

SAVE WITH

War Savings Bonds

This Space Is a Contribution to America's All-Out War Program by

RADIO DAILY

COMMERCIAL NETWORK PROGRAMS

Sponsor

•

Product

•

Program

•

Network

•

Advertising Agency

A COMPLETE LISTING OF MAJOR NETWORK COMMERCIAL PROGRAMS OF 1942

Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Jan. 1, 1943. Listing includes in addition to the program title, network, sponsor, product and agency handling the account. Compiled through the cooperation of the Blue Network, CBS, MBS and NBC. Abbreviations: PC, Pacific Coast; Int., International.

A

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Acme White Lead and Color Works Paints & Lin-x	**Breakfast Club**	Blue	Henri Hurst & McDonald
Adam Hat Stores Hats	**Boxing Bouts**	Blue and Blue-Int.	Glicksman Advertising Co.
Affiliated Products, Inc. Edna Wallace Hopper Cosmetics	**John's Other Wife**	Blue	Blackett-Sample-Hummert
Albers Milling Co. Cereals, Flour	**Whodunit**	NBC—PC	Lord & Thomas
American Bird Products, Inc. Bird Food	**American Radio Warblers**	MBS	Weston-Barnett
American Chicle Co. Chiclets, Dentyne, Beeman's Gum	**By The Way, with Bill Henry**	CBS—PC and NBC—PC	Badger, Browning & Hersey
	Bill Henry, News Analyst	CBS—PC	Badger, Browning & Hersey
American Cigar & Cigarette Co. Pall Mall Cigarettes	**Gracie Fields**	Blue and Blue-Int.	Ruthrauff & Ryan
American Oil Co. Gas and Oil	**The Human Side of the News**	CBS	Joseph Katz Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
American Tobacco Co. Lucky Strike Cigarettes	**Your Hit Parade**	CBS and CBS-Int.	Lord & Thomas
	Kay Kyser's College of Musical Knowledge	NBC and NBC-Int.	Lord & Thomas
	Information Please	NBC, Blue—PC and NBC-Int.	Lord & Thomas
Anacin Co. Anacin	**Our Gal, Sunday**	CBS	Blackett-Sample-Hummert
	America The Free	NBC and NBC-Int.	Blackett-Sample-Hummert
	Easy Aces	CBS and Blue	Blackett-Sample-Hummert
	Just Plain Bill	Blue and NBC	Blackett-Sample-Hummert
	Front Page Farrell	MBS	Blackett-Sample-Hummert
Armour & Co. Treat, Luxor Toiletries	**Treat-Time**	CBS	Lord & Thomas
Armstrong Cork Co. Armstrong Quaker Rugs	**Armstrong Theatre of Today**	CBS	Batten Barton, Durstine & Osborn
Austin Studios Photographs	**Hero of the Week**	Blue—PC	Glasser, Gailey & Co.

B

B. T. Babbitt, Inc. BAB-O Cleaner, Lycona	**David Harum**	CBS and NBC	Maxon, Inc., Duane Jones Co.
P. Ballantine's & Son Beer & Ale	**Three Ring Time**	Blue and Blue-Int.	J. Walter Thompson Co.
Barbasol Co. Shaving Accessories	**Gabriel Heatter, News**	MBS	Erwin, Wasey & Co.
	John B. Kennedy	CBS	Erwin, Wasey & Co.
Bathasweet Corp.	**Bob Garred**	CBS—PC	H. M. Kiesewetter Advertising Agency
Bayer Co. Aspirin	**Second Husband**	CBS and Blue	Blackett-Sample-Hummert
	American Album of Familiar Music	NBC	Blackett-Sample-Hummert
	Young Widder Brown	NBC	Blackett-Sample-Hummert
	Stella Dallas	NBC	Blackett-Sample-Hummert
	Lorenzo Jones	NBC	Blackett-Sample-Hummert
	American Melody Hour	CBS and Blue	Blackett-Sample-Hummert
Bayuk Cigars, Inc. Phillies	**Inside of Sports**	MBS	Ivey & Ellington
	Sizing Up The News	MBS	Ivey & Ellington

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Bekins Van & Storage Co. Moving and Storage	**Bill Henry, News** **Harry W. Flannery, News**	CBS—PC CBS	Brooks Advertising Agency Brooks Advertising Agency
The Bell Telephone System Telephone Service	**The Telephone Hour**	NBC	N. W. Ayer & Son
Benson & Hedges Cigarettes	**Paul Schubert, The War News Analyst**	MBS	Duane Jones Co.
The Best Foods, Inc. Nucoa, Hellman's and Best Foods Mayonnaise	**We The Abbotts**	NBC	Benton & Bowles
Bisodol Co. Bisodol	**Mr. Keen, Tracer of Lost Persons** **The Romance of Helen Trent**	CBS and Blue CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert
Bowey's Inc. Dari-Rich Products	**Stars Over Hollywood**	CBS	Sorenson & Co.
A. S. Boyle Co. Old English Wax	**Breakfast At Sardi's**	Blue—PC	J. Walter Thompson Co.
Breakfast Club Coffee, Inc. Coffee	**Rita Murray**	CBS—PC	Lockwood-Shackleford Advertising Agency
Bristol-Myers Co. Vitalis	**Mr. District Attorney**	NBC	Pedlar & Ryan
Bristol-Myers Co. Ipana, Sal Hepatica	**Time to Smile** **Those We Love**	NBC NBC	Young & Rubicam Young & Rubicam
Bristol-Myers Co. Minit-Rub	**Minit-Rub News**	NBC—PC	Young & Rubicam
Bristol-Myers Co. Minit-Rub, Mum	**Duffy's** **In Person, Dinah Shore**	Blue Blue	Young & Rubicam Pedlar & Ryan
Brown & Williamson Tobacco Corp. Avalon Cigarettes	**Harry W. Flannery, News** **Bob Garred Reporting**	CBS—PC CBS—PC	Russel M. Seeds Co. Russel M. Seeds Co.
Brown & Williamson Tobacco Corp. Bugler Cigarettes	**Plantation Party**	NBC	Russel M. Seeds Co.
Brown & Williamson Tobacco Corp. Raleigh Cigarettes and Tobacco	**Tommy Dorsey** **Red Skelton and Company** **Uncle Walter's Dog House**	NBC NBC NBC	Russel M. Seeds Co. Russel M. Seeds Co. Russel M. Seeds Co.
Brown & Williamson Tobacco Corp. Wings Cigarettes	**Wings of Destiny** **Captain Flagg and Sergeant Quirt** **People Are Funny**	NBC NBC NBC	Russel M. Seeds Co. Russel M. Seeds Co. Russel M. Seeds Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
California Fruit Growers Exchange Citrus Fruits	**Sunkist Presents Hedda Hopper's Hollywood**	CBS	Lord & Thomas
	Today At the Duncans	CBS	Lord & Thomas
California Packing Co. Del Monte Products	**William Winter, News**	CBS—PC	McCann-Erickson
California Prune & Apricot Growers Assn. Fruit Products	**Dick Joy and the News**	CBS—PC	Long Advertising Service
Campana Sales Co. Toiletries	**First Nighter**	MBS—CBS	Aubrey, Moore & Wallace
	Dick Powell	NBC	Aubrey, Moore & Wallace
	Campana Serenade	NBC	Aubrey, Moore & Wallace
Campbell Soup Co. Soup, Beans, Tomato Juice, Spaghetti, Macaroni	**Radio Reader's Digest**	CBS	Ward Wheelock Co.
	Amos n' Andy	CBS	Ward Wheelock Co.
	Fletcher Wiley	CBS	Ward Wheelock Co.
	The Man I Married	CBS	Ward Wheelock Co.
	Arkansas Traveler Starring Bob Burns	CBS	Ruthrauff & Ryan
	Lanny Ross	CBS	Ruthrauff & Ryan, Inc.
Canada Dry Ginger Ale, Inc. Beverages	**Michael Piper**	Blue	J. M. Mathes, Inc.
Carnation Co. Milk	**Contented Program**	NBC	Erwin, Wasey & Co.
	Portraits In Music	NBC	Erwin, Wasey & Co.
Carter Products, Inc. Little Liver Pills	**Inner Sanctum Mystery**	Blue and Blue-Int.	Street & Finney, Stack-Goble Advertising Agency and Tod Bates, Inc.
	Good Old Days	Blue	Street & Finney
Carter Products, Inc. Arrid	**Jimmie Fidler From Hollywood**	Blue	Small & Seiffer
George W. Caswell Co. Coffee and Food Products	**Caswell's Concert Petite**	NBC—PC	Long Advertising Service and Botsford, Constantine & Gardner
Celanese Corporation of America Celanese Products	**Great Moments In Music**	CBS and CBS-Int.	Young & Rubicam
Chamberlain Laboratories Hand Lotion	**Dave Lane, Songs**	CBS—PC	Cary-Ainsworth, Inc.
	Phil Hanna	CBS—PC	Cary-Ainsworth, Inc.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Chlorine Solutions, Inc. Hy-Pro	**Breakfast At Sardi's**	Blue—PC	Barton A. Stebbins Advertising Agency
Chesebrough Manufacturing Co. Vaseline Preparations	**Dr. Christian**	CBS	McCann-Erickson
Chrysler Sales Corp. Institutional	**Major Bowes Original Amateur Hour**	CBS and CBS-Int.	Ruthrauff & Ryan, Inc.
Cities Service Co. Gas and Oil	**Cities Service Concert**	NBC	Lord & Thomas
D. L. Clark Co. Candy Bars	**Service With a Smile**	Blue	Albert P. Hill Co.
Coca Cola Co. Beverage	**Pause That Refreshes on the Air** **Spotlight Band Program**	CBS and CBS-Int. Blue and MBS	D'Arcy Advertising Co. D'Arcy Advertising Co.
Colgate-Palmolive-Peet Co. Dental Products	**Stepmother** **Guy Lombardo and His Orchestra** **Can You Top This**	CBS CBS NBC	Sherman & Marquette Ted Bates, Inc. Ted Bates, Inc.
Colgate-Palmolive-Peet Co. Shaving Cream	**Al Jolson**	CBS and CBS-Int.	Sherman & Marquette
Colgate-Palmolive-Peet Co. Shaving Cream	**Sports Newsreel of the Air**	NBC and NBC-Int.	Sherman & Marquette
	Hobby Lobby	CBS	Ted Bates, Inc.
Colgate-Palmolive-Peet Co. Palmolive Soap	**Bachelor's Children**	NBC	Ward Wheelock Co.
Colgate-Palmolive-Peet Co. Super Suds Products	**Myrt and Marge** **Bess Johnson**	CBS NBC	Sherman & Marquette Sherman & Marquette
Colgate-Palmolive-Peet Co. Octagon Products, Crystal White	**Woman of Courage**	CBS	Ted Bates, Inc.
Colonial Dames, Inc. Cosmetics	**Find the Woman**	CBS—PC	Glasser, Gailey & Co.
Conti Products, Inc. Cosmetics	**Treasure Hour of Song** **Walter Compton, News**	MBS MBS	Bermingham, Castleman & Pierce Bermingham, Castleman & Pierce
Continental Baking Co. Bakery Products	**Maudie's Diary** **Bachelor's Children**	CBS CBS	Ted Bates, Inc. Ted Bates, Inc.
Continental Radio & Television Corp. Radios	**World News Today**	CBS	Cruttenden & Eaer

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Corn Products Refining Co. Corn Products	**Stage Door Canteen**	CBS and CBS-Int.	C. L. Miller Co.
Cream of Wheat Corp. Cereal	**Breakfast Club**	Blue	Batten, Barton, Durstine & Osborn
Cudahy Packing Co. Old Dutch Cleanser	**Help Mate**	NBC	Grant Advertising, Inc.
Cummer Products Co. Energine	**Manhattan At Midnight**	Blue	Young & Rubicam
Cummer Products Co. Molle Shaving Cream	**Battle of the Sexes**	NBC	Young & Rubicam
Curtis Candy Co. Candy Bars	**News With Jackson Wheeler** **News With Warren Sweeney**	CBS CBS	C. L. Miller Co. C. L. Miller Co.

D

Delaware, Lackawanna & Western Coal Co. Blue Coal	**The Shadow**	MBS	Ruthrauff & Ryan
Detroit Bible Class Religious	**Detroit Bible Class**	MBS	Aircasters, Inc.
Doubleday-Doran Co. Books	**Breakfast At Sardi's**	Blue	
E. I. Du Pont de Nemours & Co. Institutional	**Cavalcade of America**	NBC	Batten, Barton, Durstine & Osborn

E

Eagle Oil & Refining Co., Inc. Gasoline	**The World Today**	CBS—PC	General Advertising Agency
Elgin National Watch Co.	**Elgin Thanksgiving Canteen** **Elgin Christmas Canteen**	CBS CBS	J. Walter Thompson Co. J. Walter Thompson Co.
Emerson Drug Co. Bromo-Seltzer	**Ellery Queen** **Vox Pop**	NBC and NBC-Int. CBS	Ruthrauff & Ryan Ruthrauff & Ryan

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
J. C. Eno, Ltd. Dentifrice	**Hollywood Whispers**	CBS—PC	Atherton & Currier
Eversharp, Inc. Pen and Pencils	**Take It Or Leave It**	CBS and CBS-Int.	The Biow Company
Ex-Lax, Inc. Laxative	**The Street Singer**	Blue	Joseph Katz Co.

F

Firestone Tire & Rubber Co. Tires and Tubes	**The Voice of Firestone**	NBC	Sweeney & James Co.
Fisher Flouring Mills, Inc. Flours and Cereals	**Breakfast At Sardi's**	Blue—PC	Pacific National Advertising Agency
F. W. Fitch Co. Shampoo	**Fitch Bandwagon**	NBC and NBC-Int.	L. W. Ramsey Co.
J. A. Folger & Co. Coffee	**America's Home Front**	CBS—PC	Raymond R. Morgan Co.
Ford Motor Co. Motor Cars	**Sunday Evening Hour** **Watch the World Go By**	CBS Blue	McCann-Erickson Maxon, Inc.

G

Gallenkamp Stores Co. Shoes	**William Winter, News** **Dick Joy and the News**	CBS—PC CBS—PC	Long Advertising Service Long Advertising Service
Garrett Wine Co. Wines	**Maid of America**	MBS	Ruthrauff & Ryan
General Cigar Co. White Owl Cigars, Van Dyck Cigars	**Raymond Gram Swing** **William Winter, News** **Raymond Clapper**	MBS CBS—PC MBS	J. Walter Thompson Co. Federal Advertising Agency J. Walter Thompson Co.
General Electric Co. Lamps, Institutional	**Hour of Charm**	NBC	Batten, Barton, Durstine & Osborn and Foster & Davies
	G. E. News Program with Frazier Hunt	CBS	Maxon, Inc.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Foods Corp. Grape Nuts Products	**Kate Smith Hour**	CBS and CBS-Int.	Young & Rubicam
	William L. Shirer	CBS	Young & Rubicam
	Jack Benny	NBC and NBC-Int.	Young & Rubicam
	We Love And Learn	CBS	Young & Rubicam
	Those We Love	CBS	Young & Rubicam
General Foods Corp. Jello Products	**The Jello Program, starring Jack Benny**	NBC, Blue—PC and NBC-Int.	Young & Rubicam
	The Second Mrs. Burton	CBS—PC	Young & Rubicam
	Duffy's Tavern	CBS	Young & Rubicam
	Kate Smith Hour	CBS	Young & Rubicam
General Foods Corp. Maxwell House Coffee	**Maxwell House Coffee Time**	NBC and NBC-Int.	Benton & Bowles
	Kate Hopkins	CBS	Benton & Bowles
General Foods Corp. Diamond Crystal Salt, Calumet, Swansdown	**Kate Smith Speaks**	CBS	Benton & Bowles and Young & Rubicam
General Foods Corp. La France, Satina, Minute Tapioca, Postum	**Joyce Jordon, Girl Interne**	CBS	Young & Rubicam
General Foods Corp. Swansdown, Calumet, La France, Satina, Baker's Chocolate, Diamond Crystal Salt	**When a Girl Marries**	NBC	Benton & Bowles
General Foods Corp. Sanka	**We, the People**	CBS	Young & Rubicam
	William L. Shirer	CBS	Young & Rubicam
	Duffy's Tavern	CBS	Young & Rubicam
	The Second Mrs. Burton	CBS—PC	Young & Rubicam
General Foods Corp. Postum, Walter Baker's Chocolate and Cocoa	**Night Editor**	NBC—PC	Benton & Bowles
General Foods Corp. Postum	**Aldrich Family**	NBC and NBC-Int.	Young & Rubicam
General Foods Corp. Post Toasties and Bran Flakes	**Young Dr. Malone**	CBS and NBC	Benton & Bowles
	Post Toasties Time	NBC and NBC-Int.	Benton & Bowles
	The Second Mrs. Burton	CBS—PC	Benton & Bowles
	Don Winslow of the Navy	Blue	Benton & Bowles
	Portia Face Life	NBC	Benton & Bowles
General Mills, Inc. Cheerioats	**Light of the World**	NBC	Blackett-Sample-Hummert
	Hop Harrigan	Blue—PC	Blackett-Sample-Hummert
	Harvey And Dell	CBS	Blackett-Sample-Hummert
	Hymns of All Churches	CBS	Blackett-Sample-Hummert

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Mills, Inc. Food Products	**General Mills Family Party**	NBC	Blackett-Sample-Hummert
General Mills, Inc. Corn Kix, Cheerioats	**Arnold Grimm's Daughter**	NBC	Blackett-Sample-Hummert
	The Lone Ranger	Blue and MBS	Blackett-Sample Hummert
	Lightning Jim	Blue—PC	Blackett-Sample-Hummert
General Mills, Inc. Flour	**Betty Crocker**	CBS and NBC	Blackett-Sample-Hummert
	Arnold Grimm's Daughter	NBC	Blackett-Sample-Hummert
	Sam Hayes	CBS—PC	Westco Advertising Agency
	Hymns of All Churches	CBS and NBC	Blackett-Sample-Hummert
	Light of the World	NBC	Blackett-Sample-Hummert
	Lonely Women	NBC	Blackett-Sample-Hummert
	Sam Hayes	CBS—PC	Westco Advertising Agency
	Valiant Lady	CBS and NBC	Blackett-Sample-Hummert and Knox Reeves Advertising
General Mills, Inc. Institutional	**Harvey And Dell**	CBS	Blackett-Sample-Hummert
	Thus We Live	CBS	Batten, Barton, Durstine & Osborn
General Mills, Inc. Wheaties	**Jack Armstrong**	MBS and Blue	Knox Reeves Advertising
	The Lone Ranger	MBS	Blackett-Sample-Hummert
	The Mystery Man	NBC	Knox Reeves Advertising
	Stories America Loves	CBS	Knox Reeves Advertising
	Guiding Light	NBC	Knox Reeves Advertising
	Kitty Foyle	CBS	Knox Reeves Advertising
General Motors Corp. Institutional	**Cheers From the Camps**	CBS and CBS-Int.	Campbell-Ewald Co.
General Petroleum Corp. Gas & Oil	**I Was There**	CBS—PC	Smith & Drum
Gillette Safety Razor Co. Shaving Accessories	**Orange Bowl Football Game**	CBS	Maxon, Inc.
	East-West Football Game	MBS	Maxon, Inc.
	Professional Football Playoff	MBS	Maxon, Inc.
	Army All-Star Football Series	MBS	Maxon, Inc.
	World Series	MBS	Maxon, Inc.
	Boxing Bouts	MBS	Maxon, Inc.
	Cotton Bowl Football Game	MBS	Maxon, Inc.
	Sugar Bowl Football Game	Blue	Maxon, Inc.
	Kentucky Derby	CBS	Maxon, Inc.
Golden State Co., Ltd. Dairy Products	**Dave Lane, Songs**	CBS—PC	Ruthrauff & Ryan
	William Winter, News	CBS—PC	Ruthrauff & Ryan

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Gospel Broadcasting Association Religious	**Old Fashioned Revival**	MBS	R. H. Alber & Co.
Gilmore Oil Co. Petroleum Products	**Furlough Review**	NBC—PC	Ruthrauff & Ryan
Gotham Silk Hosiery Co. Hosiery	**Strictly Personal, Pageen Fitzgerald**	MBS	Grady & Wagner
Grove Laboratories, Inc. Bromo Quinine	**Adventures of Sherlock Holmes** **Reveille Roundup**	NBC NBC	Russel M. Seeds Co. Russel M. Seeds Co.
Gulf Oil Co. Gas & Oil	**Screen Guild Theatre** **We, The People**	CBS CBS and CBS-Int.	Young & Rubicam Young & Rubicam

H

Hall Brothers, Inc. Greeting Cards	**Tony Wons Radio Scrapbook** **Meet Your Navy**	NBC Blue	Henri, Hurst & McDonald Henri, Hurst & McDonald
Healthaids, Inc. Serutan	**Pearson and Allen**	Blue	Raymond Spector & Co.
Hecker Products Corp. Flour	**This Is Life**	MBS	Leo Burnett Co.
Hecker Products Corp. Cereals	**Moylan Sisters**	Blue	The Clements Co.
Hecker Products Corp. Shinola, 2-In-1, Bixby's Jet Oil	**Lincoln Highway**	NBC	Benton & Bowles
Howard Clothes, Inc. Men's Clothes	**The Adventures of Bulldog Drummond**	MBS	Redfield-Johnstone, Inc.
Richard Hudnut Cosmetics	**Hollywood Showcase**	CBS—PC	Benton & Bowles, Kenyon & Eckhardt

I

Igglehart Bros.	**Johnson Family**	MBS	Young & Rubicam
International Cellucotton Products Co. Kleenex	**Ginny Simms, Songs**	CBS	Lord & Thomas

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
International Salt Co. Salt	**Wife Saver**	NBC	J. M. Mathes, Inc
International Silver Co. Silverware	**Silver Theatre**	CBS	Young & Rubicam
	Edward R. Murrow Broadcasting From London	CBS	Young & Rubicam
Ironized Yeast Co. Ironized Yeast	**Good Will Hour**	Blue	Ruthrauff & Ryan
	Are You a Missing Heir	CBS	Ruthrauff & Ryan
	A Helping Hand	CBS	Ruthrauff & Ryan
	Lights Out	CBS	Ruthrauff & Ryan

J

Andrew Jergens Co. Soaps & Cosmetics	**Jergens Journal with Walter Winchell**	Blue	Lennen & Mitchell
	The Parker Family	Blue	Lennen & Mitchell
	Adventures of the Thin Man	NBC	Lennen & Mitchell
Johns-Manville Corp. Insulation	**Elmer Davis**	CBS	J. Walter Thompson Co.
	Cecil Brown, News	CBS	J. Walter Thompson Co.
Johnson & Johnson Band-aid	**Voice of Broadway**	CBS	Young & Rubicam
	Edwin C. Hill	CBS	Young & Rubicam
S. C. Johnson & Son Floor Wax	**Fibber McGee & Molly**	NBC and NBC-Int.	Needham, Louis & Brorby
	Meredith Willson's Orchestra and John Nesbitt	NBC and NBC-Int.	Needham, Louis & Brorby

K

Kerr Glass Mfg. Co. Jars, Caps and Lids	**Breakfast At Sardi's**	Blue—PC	Raymond R. Morgan Co.
Knowlton Danderine Co. Danderine	**Lorenzo Jones**	NBC	Blackett-Sample-Hummert
Kolynos Co. Dentifrice	**Romance of Helen Trent**	CBS	Blackett-Sample-Hummert
	Mr. Keen, Tracer of Lost Persons	Blue and CBS	Blackett-Sample-Hummert
	Front Page Farrell	NBC	Blackett-Sample-Hummert

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Kraft Cheese Co. Cheese and Salad Dressing, Margarine	**The Kraft Music Hall**	NBC and NBC-Int.	J. Walter Thompson Co.
	The Great Gildersleeve	NBC	Needham, Louis & Brorby

L

Lady Esther, Ltd. Cosmetics	**Freddy Martin and his Orchestra**	CBS	Pedlar & Ryan
	Screen Guild Players	CBS	Pedlar & Ryan
	Lady Esther Presents Orson Welles	CBS	Pedlar & Ryan
Lance, Inc. Peanut Products and Confections	**Sunday Toastchee Time**	Blue	Morse International, Inc.
Land o' Lakes Creameries, Inc. Dairy Products	**Boake Carter, News**	MBS	Campbell-Mithun, Inc.
Langendorf United Bakeries Bakery Products	**Red Ryder**	Blue—PC	Ruthrauff & Ryan
Lever Brothers Co. Spry	**Aunt Jenny's Real Life Stories**	CBS	Ruthrauff & Ryan
Lever Brothers Co. Rinso	**Big Sister**	CBS	Ruthrauff & Ryan
	Big Town	CBS	Ruthrauff & Ryan
	Grand Central Station	NBC	Ruthrauff & Ryan
	Mayor of the Town	CBS	Ruthrauff & Ryan
	Edna May Oliver	NBC	Ruthrauff & Ryan
	The Remarkable Miss Tuttle	NBC	Ruthrauff & Ryan
	The Remarkable Miss Crandall	NBC	Young & Rubicam
Lever Brothers Co. Lifebuoy	**Meet Mr. Meek**	CBS	Ruthrauff & Ryan
	Bob Burns, The Arkansas Traveler	CBS	Ruthrauff & Ryan
Lever Brothers Co. Lux Toilet Soap	**Lux Radio Theatre**	CBS and CBS-Int.	J. Walter Thompson Co.
Lever Brothers Co. Swan, Silver Dust	**Burns and Allen With Paul Whiteman**	CBS and NBC	Young & Rubicam
	Bright Horizon	CBS	Young & Rubicam and Batten, Barton, Durstine & Osborn
	Tommy Riggs And Betty Lou	CBS, CBS-Int. and NBC	Young & Rubicam

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Lewis-Howe Co. Tums	**The Tums Show Starring Frank Fay**	NBC	Stack-Goble Advertising Agency
	Horace Heidt's Treasure Chest	NBC and NBC-Int.	Stack-Goble Advertising Agency Roche, Williams & Cunnyngham
	Crumit And Sanderson	CBS	Roche, Williams & Cunnyngham
Libby-Owens-Ford Glass Co. Flat Glass Products	**War Reporter**	NBC	Fuller & Smith & Ross
Liggett & Myers Tobacco Co. Chesterfield Cigarettes	**Glenn Miller and His Orchestra**	CBS	Newell-Emmett Co.
	Chesterfield Presents Fred Waring In Pleasure Time	NBC	Newell-Emmett Co.
	Harry James And His Music Makers	CBS	Newell-Emmett Co.
Thomas J. Lipton, Inc. Tea, Soup Mix	**Helen Hayes Theater**	CBS	Young & Rubicam
	Bright Horizon	CBS—PC	Young & Rubicam
Local Cooperative Program Various	**Fulton Lewis, Jr.**	MBS	Various and Direct
Local Cooperative Program Various	**Adventures of Bulldog Drummond**	MBS	Direct
Local Cooperative Program Various	**B. S. Bercovici**	MBS	Direct
Local Cooperative Program Various	**Boake Carter**	MBS	Direct
Local Cooperative Program Various	**Cedric Foster**	MBS	Direct
Local Cooperative Program Various	**Bill Hay Reads the Bible**	MBS	Direct
Local Cooperative Program Various	**The Lone Ranger**	MBS	Direct
Local Cooperative Program Various	**The Shadow**	MBS	Direct
Local Cooperative Program Various	**Johnson Family**	MBS	Direct

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Local Cooperative Program Various	**For Your Information**	MBS	Direct
Local Cooperative Program Various	**Here's Morgan**	MBS	Direct
Local Cooperative Program Various	**Letters To My Son**	MBS	Direct
Local Cooperative Program Various	**Philip Keyne Gordon, News Commentary**	MBS	Direct
Local Cooperative Program Various	**Shafter Parker And His Circus**	MBS	Direct
Local Cooperative Program Various	**President's News Conference**	MBS	Direct
Local Cooperative Program Various	**Superman**	MBS	Direct
Local Cooperative Program Various	**Your Date With Don Norman**	MBS	Direct
Lockheed Aircraft Corp. Institutional	**Ceiling Unlimited**	CBS	Lord & Thomas
P. Lorillard Co. Old Gold Cigarettes	**The New Old Gold Show** **Nelson Eddy**	CBS and Blue CBS	J. Walter Thompson Co. J. Walter Thompson Co.
P. Lorillard Co. Sensation Cigarettes, Beechnut Cigarettes	**Don't Be Personal** **Beech-Nut King Size Weekly**	NBC—PC NBC—PC	Lennen & Mitchell Lennen & Mitchell
Los Angeles Soap Co. Soap	**Bob Anderson, News** **Knox Manning, News**	CBS—PC CBS—PC	Raymond R. Morgan Co. Raymond R. Morgan Co.
Luden's, Inc. Cough Drops	**Dave Lane, Songs**	CBS—PC	J. M. Mathes, Inc.
Lumbermen's Mutual Casualty Co.	**Kaltenborn Edits the News** **Upton Close**	NBC MBS	Leo Burnett Co. Leo Burnett Co.
Lutheran Laymen's League Religious	**Lutheran Hour**	MBS	Kelly, Zahrndt & Kelly
Luxor, Ltd. Cosmetics	**Wayne King and His Orchestra**	CBS	Lord & Thomas

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
MacFadden Publications, Inc. True Story Magazine	**Bob Garred Reporting** **Paul Sullivan Reviews the News** **The Human Side of the News**	CBS—PC CBS CBS	Erwin, Wasey & Co. Erwin, Wasey & Co. Erwin, Wasey & Co.
Magazine Repeating Razor Co. Razors and Blades	**Duffy's Tavern**	CBS	J. M. Mathes, Inc.
Mail Pouch Tobacco Co. Cigars and Tobacco	**Counter Spy**	Blue	Walker & Downing
Manhattan Soap Co. Sweetheart Soap	**Bob Garred Reporting** **Dick Joy, News**	CBS—PC CBS—PC	Russel M. Seeds Co. and Franklin Bruck Advertising Corp.
Marrow's, Inc.	**George Fisher, Hollywood Reporter**	MBS	Hays MacFarland & Co.
Mars, Inc. Candy Bars	**Dr. I. Q.**	NBC	Grant Advertising Inc.
McKesson & Robbins, Inc. Calox Toothpowder	**Dick Joy and the News**	CBS—PC	J. D. Tarcher & Co.
Mennen Co. Toilet Articles	**Bob Garred Reporting** **Dick Joy, News** **Captain Flagg and Sergeant Quirt**	CBS—PC CBS—PC Blue	Russel M. Seeds Co. Russel M. Seeds Co. Russel M. Seeds Co.
Mentholatum Co. Salve	**William Winter, News**	CBS—PC	J. Walter Thompson Co.
Miles Laboratories, Inc. Alka-Seltzer and Vitamins	**Quiz Kids** **National Barn Dance** **Lum and Abner** **Alka-Seltzer News of the World**	Blue NBC and NBC-Int. Blue and NBC—PC NBC	Wade Advertising Agency Wade Advertising Agency Wade Advertising Agency Wade Advertising Agency
Minneapolis-Honeywell Regulator Co. Air Conditioning	**Alias John Freedom**	Blue	Addison Lewis & Associates
Mode O'Day Corporation Mode O'Day Dresses	**Knox Manning, News** **Dick Joy, News**	CBS—PC CBS—PC	Glasser, Gailey & Co. Glasser, Gailey & Co.
Modern Food Process Co. Dog Food, Philadelphia Scrapple	**Olivio Santoro** **The Moylan Sisters**	Blue and NBC Blue	Clements Co. Clements Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
The Molle Co. Shaving Cream	**Battle of the Sexes**	NBC	Young & Rubicam
Benjamin Moore & Co. Paints	**Betty Moore Hints On Interior Decorating**	NBC	Direct
John Morrell & Co. Dog Food	**Bob Becker's Chats About Dogs**	NBC	Henri, Hurst & McDonald
Philip Morris & Co. Cigarettes	**Johnnie Presents** **Johnnie Presents Ginny Sims**	NBC and NBC-Int. NBC and NBC-Int.	The Biow Co. The Biow Co.
Philip Morris & Co. Cigarettes	**Philip Morris Playhouse** **The Crime Doctor**	CBS CBS	The Biow Co. The Biow Co.
C. F. Mueller Co. Macaroni Products	**Mark Hawley and the News** **Morning Market Basket**	CBS Blue	Maxon, Inc. and Duane Jones Co. Duane Jones Co.

N

Neighbors of Woodcraft Life Insurance	**Grandpappy and His Pals**	Blue—PC	MacWilkins & Cole
Nesbitt Fruit Products, Inc. Oranges	**Bob Garred Reporting**	CBS—PC	Walter K. Neill, Inc.
Nestle's Milk Products, Inc. Alpine Coffee	**Breakfast At Sardi's**	Blue—PC	Leon Livingston Advertising Agency
Northwest Yeast Co. Yeast	**Songs of a Dreamer**	Blue	MacFarland, Aveyard & Co.
Northern Pump Co. Institutional	**Upton Close** **Great Lakes Training School Graduation**	NBC CBS	Batten, Barton, Durstine & Osborn Batten, Barton, Durstine & Osborn

O

Ohio Oil Co. Gas and Oil	**Views On the News**	NBC	Stockton-West-Burkhart, Inc.
Ontario Travel Bureau Travel	**The Ontario Show**	Blue	Walsh Advertising Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Pacific Coast Borax Co. Borax Products	**Death Valley Days**	CBS	McCann-Erickson
Packard Bell Co. Radios, Phonocords	**News Makers**	NBC—PC	Barton A. Stebbins
Pacquin, Inc. Cosmetics	**Speaking of Glamour**	Blue—PC	William Esty & Co.
Pan-American Coffee Bureau Coffee	**Comments by Mrs. Roosevelt**	Blue	Buchanan & Co.
Par Soap Co. Soap	**It Happened In the Service**	NBC—PC	Long Advertising Service
	Galen Drake	CBS	Tomaschke-Elliott
Parker Pen Co. Quink	**Eric Sevareid**	CBS	J. Walter Thompson Co.
People's Church, Inc.	**Cadle Tabernacle**	MBS	Ivey & Ellington
Peperell Mfg. Co. Textiles	**Eleanor Early, Commentator**	MBS	H. B. Humphrey Co.
Pepsi-Cola Co. Beverage	**War Savings Bond Jingle Contest**	Blue	Newell-Emmett Co.
The Pepsodent Co. Antiseptic & Dentifrice	**The Pepsodent Show Starring Bob Hope**	NBC and NBC-Int.	Lord & Thomas
	A Date With Judy	NBC and NBC-Int.	Lord & Thomas
Peter Paul, Inc. Candy Bars and Gum	**Bob Garred Reporting**	CBS—PC	Brisacher, Davis & Staff
	Truman Bradley, News	CBS—PC	Brisacher, Davis & Staff
	Bob Anderson, News	CBS—PC	Brisacher, Davis & Staff
Pet Milk Sales Corp. Pet Milk	**Mary Lee Taylor, Home Economist**	CBS	Gardner Advertising Co.
	Saturday Night Serenade	CBS	Gardner Advertising Co.
Pharmco, Inc.	**Double or Nothing**	MBS	William Esty & Co.
Philco Corp. Institutional	**Our Secret Weapon**	CBS	Sayre M. Ramsdell Associates

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Charles H. Phillips Chemical Co. Milk of Magnesia, Creams, Haley's M-O	**Lorenzo Jones**	NBC	Blackett-Sample-Hummert
	Stella Dallas	NBC	Blackett-Sample-Hummert
	Waltz Time	NBC	Blackett-Sample-Hummert
	Young Widder Brown	NBC	Blackett-Sample-Hummert
	Backstage Wife	NBC	Blackett-Sample-Hummert
Charles H. Phillips Chemical Co. Dentifrice	**Amanda of Honeymoon Hill**	CBS and Blue	Blackett-Sample-Hummert
Photo-Developing, Inc. Film Developing	**Breakfast At Sardi's**	Blue—PC	Mayers Co.
Pillsbury Flour Mills Co. Flour	**Clara, Lu 'n' Em**	CBS	McCann-Erickson
	The Musical Millwheel	Blue	McCann-Erickson
Planters Nut & Chocolate Co. Peanut Products	**What's On Your Mind**	CBS—PC	Raymond R. Morgan Co.
	William Winter, News	CBS—PC	Raymond R. Morgan Co.
	Bob Garred Reporting	CBS—PC	Raymond R. Morgan Co.
	Truman Bradley	CBS—PC	Raymond Morgan Co.
Plough, Inc. St. Joseph's Aspirin, Penetro Products	**Don't You Believe It**	CBS—PC	Lake-Spiro-Shurman, Inc.
Procter & Gamble Co. Camay	**Pepper Young's Family**	CBS and NBC	Pedlar & Ryan
Procter & Gamble Co. Chipso	**The Road of Life**	CBS and NBC	Pedlar & Ryan
	Pepper Young's Family	CBS	Pedlar & Ryan
Procter & Gamble Co. Crisco	**Vic and Sade**	CBS and NBC	Compton Advertising
Procter & Gamble Co. Dreft	**Lone Journey**	CBS and NBC	Blackett-Sample-Hummert
	The Goldbergs	CBS	Blackett-Sample-Hummert
	Shirley Temple in Junior Miss	CBS	Blackett-Sample-Hummert
Procter & Gamble Co. Drene	**Knickerbocker Playhouse**	NBC	H. W. Kastor & Sons Advertising Co.
	Abie's Irish Rose	NBC	H. W. Kastor & Sons Advertising Co.
Procter & Gamble Co. Duz	**Vic and Sade**	CBS	Compton Advertising
	The Goldbergs	CBS	Compton Advertising
	The Bartons	NBC	Compton Advertising
	The Road of Life	NBC	Compton Advertising

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Procter & Gamble Co. Ivory Products	**Life Can Be Beautiful**	CBS	Compton Advertising
	Story of Mary Marlin	CBS and NBC	Benton & Bowles
	Against the Storm	NBC	Compton Advertising
	The O'Neills	CBS	Compton Advertising
	Truth and Consequences	NBC	Compton Advertising
	Ransom Sherman	CBS	Compton Advertising
	Shirley Temple In Junior Miss	CBS	Benton & Bowles
Procter & Gamble Co. Oxydol	**Ma Perkins**	CBS and NBC	Blackett-Sample-Hummert
	Road of Life	NBC	Blackett-Sample Hummert
	Woman in White	CBS	Blackett-Sample-Hummert
Procter & Gamble Co. Teel Dentifrice	**Knickerbocker Playhouse**	NBC	H. W. Kastor & Sons Advertising Co.
	Abie's Irish Rose	NBC and NBC-Int.	H. W. Kastor & Sons Adv. Co.
Procter & Gamble Co. White Naphtha	**Right To Happiness**	NBC	Compton Advertising
Prudential Insurance Co. Life Insurance	**Prudential Family Hour**	CBS and CBS-Int.	Benton & Bowles
Pure Oil Co. Gas and Oil	**Kaltenborn Edits the News**	NBC	Leo Burnett Co.
Q			
Quaker Oats Co. Cereals and Flour	**That Brewster Boy**	CBS and NBC	Ruthrauff & Ryan
R			
Ralston-Purina Co. Wheat Cereal, Ry-Krisp	**Tom Mix Ralston Straight Shooters**	Blue	Gardner Advertising Co.
	Elsa Maxwell's Party Line	Blue	Gardner Advertising Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
R. J. Reynolds Tobacco Co. Camel Cigarettes Prince Albert Tobacco	**Camel Caravan**	CBS and CBS-Int.	William Esty & Co.
	Grand Ole Opry	NBC	William Esty & Co.
	Blondie	CBS and CBS-Int.	William Esty & Co.
	How'm I Doin'	CBS and NBC	William Esty & Co.
	Abbott and Costello	NBC	William Esty & Co.
	Vaughn Munroe's Orchestra	CBS and CBS-Int.	William Esty & Co.
	Thanks To The Yanks	CBS	William Esty & Co.
	Cugat-Rumba Revue	Blue and NBC and Int.	William Esty & Co.
	Al Pearce and his Gang	CBS, NBC and NBC-Int.	William Esty & Co.
Richfield Oil Co. Gas & Oil	**Richfield Reporters**	NBC—PC	Hixson & O'Donnell Advertising
	Confidentially Yours	MBS	Hixson-O'Donnell Advertising
Riggio Tobacco Corp.	**Regent Time with Jerry Wayne**	MBS	M. H. Hackett, Inc.

S

Scudder Food Products Co. Food Products	**Bob Garred Reporting**	CBS—PC	Brisacher, Davis & Staff
Schenley Import Corp. Wines	**Cresta Vlanca Carnival**	MBS	William H. Weintraub & Co.
Sealtest, Inc. Milk and Milk Products	**Sealtest-Rudy Vallee Program**	NBC	McKee & Albright
Seaside Oil Co. Gas & Oil	**Spelling Beeliner**	CBS—PC	The McCarty Co.
	Seaside News	Blue—PC	The McCarty Co.
R. B. Semler, Inc. Hair Tonic	**Gabriel Heatter, News**	MBS	Erwin, Wasey & Co.
The W. A. Sheaffer Pen Co. Pens, Pencils, Ink	**World News Parade**	NBC	Russel M. Seeds Co.
Serutan Co. Serutan	**Drew Pearson**	Blue	Raymond Spector Co.
Sherwin-Williams Co. Points	**Metropolitan Auditions of The Air**	Blue and NBC	Warwick & Legler

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Signal Oil Co. Gas & Oil	**The Signal Carnival**	NBC—PC	Barton A. Stebbins Advertising Agency
	Upton Close	NBC—PC	Barton A. Stebbins Advertising Agency
Skelly Oil Co. Gas & Oil	**Alex Dreier**	NBC	Henri, Hurst & McDonald
	Clifton M. Utley	NBC	Henri, Hurst & McDonald
Skinner & Eddy Corp. Soup	**Breakfast At Sardi's**	Blue—PC	J. William Sheets
Smith Bros. Cough Drops	**Bob Anderson, News**	CBS—PC	J. D. Tarcher & Co.
	Dick Joy, News	CBS—PC	J. D. Tarcher & Co.
	Nelson Pringle, News	CBS—PC	J. D. Tarcher & Co.
	News	Blue	J. D. Tarcher & Co.
Socony-Vacuum Co.	**Raymond Gram Swing**	Blue	J. Stirling Getchell, Inc.
Soil Off Manufacturing Co. Cleaning Fluid	**Bob Garred Reporting**	CBS—PC	Hillman-Shane Advertising Agency, and Buchanan & Co.
	Truman Bradley, News	CBS—PC	Buchanan & Co.
Sperry Flour Co. Flour, Cereals	**Sam Hayes**	NBC—PC	Knox Reeves Advertising
	Dr. Kate	NBC—PC	Knox Reeves Advertising
E. R. Squibb & Sons Squibb Products	**Frank Parker**	CBS	Geyer, Cornell & Newell
	Keep Working, Keep Singing, America	CBS	Geyer, Cornell & Newell
Standard Brands Inc. Chase & Sanborn Coffee	**Chase and Sanborn Program**	NBC	J. Walter Thompson Co.
Standard Brands Inc. Tender Leaf Tea, Royal Desserts	**One Man's Family**	NBC	J. Walter Thompson Co.
Standard Brands, Inc. Baking Powder, Desserts	**The O'Neills**	NBC	Ted Bates, Inc.
Standard Brands Inc. Fleischmann's Foil Yeast	**I Love a Mystery**	Blue	Kenyon & Eckhardt
	Vaudeville Show	NBC	Arthur Kudner, Inc.
	Star Spangled Vaudeville	NBC	Arthur Kudner, Inc.
	One Man's Family	NBC	Kenyon & Eckhardt
	What's My Name	MBS	Kenyon & Eckhardt
Standard Oil Co. of Calif. Petroleum Products	**Standard School Broadcast**	NBC—PC	Batten, Barton, Durstine & Osborn
	Standard of California Symphony	NBC—PC	Batten, Barton, Durstine & Osborn
Standard Oil Co. of Indiana Petroleum Products	**Auction Quiz**	Blue	McCann-Erickson

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Standard Oil Co. of N. J. Esso Products	**Army-Navy Football Game**	CBS	Marschalk & Pratt
Studebaker Corp. (Pacific Division) Motor Cars	**John B. Hughes, News Commentator**	MBS	Roche, Williams & Cunnyngham
Sun Oil Co. Gas & Oil	**Lowell Thomas—The Day's News**	Blue	Roche, Williams & Cunnyngham
Sunnyvale Packing Co. Food Products	**Jane Endicott, Reporter** **Galen Drake**	CBS—PC CBS—PC	Lord & Thomas Lord & Thomas
Swift & Co. Food Products	**Breakfast Club**	Blue	J. Walter Thompson Co.

T

Texas Co. Gas and Oil	**Texaco Star Theatre** **Metropolitan Opera Broadcasts** **Texas Star Theatre Summer Show**	CBS and CBS-Int. Blue CBS	Buchanan & Co. Buchanan & Co. Buchanan & Co.
Tetley Tea Co. Soups	**Morning Market Basket**	Blue	Duane Jones Co.
Tide Water Associated Oil Co. Gas and Oil	**Football Games**	Blue and CBS—PC	Lord & Thomas
Tillamook Country Creamery Association Dairy Products	**Bennie Walker's Tillamook Kitchen**	NBC—PC	Botsford, Constantine & Gardner
Time, Inc. Time Magazine	**March of Time**	Blue and NBC	Young & Rubicam
Trimount Clothing Co. Clipper Craft Clothing	**Dorothy Thompson**	Blue	Emil Mogul, Inc.

U

Union Oil Co. Gas and Oil	**Nelson Pringle, News Analysis** **Point Sublime**	CBS—PC NBC—PC	Lord & Thomas Lord & Thomas
United Fruit Co. Bananas	**The World Today**	CBS	Batten, Barton, Durstine & Osborn
U. S. Tobacco Co. Tobacco	**Gay Nineties Revue**	CBS and CBS-Int.	Arthur Kudner, Inc.

V

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Vick Chemical Co. Vapo-Rub, Vatronol	**News for Women** **The Nichols Family of Five**	CBS NBC	Morse International, Inc. Morse International, Inc.
Vick Chemical Co. Vitamin Plus, Inc.	**Dr. I. Q.**	NBC and NBC-Int.	Grant Advertising Inc.
F. G. Voght & Sons Thrivo Dog Food	**Olivio Santoro**	NBC	Clements Co.
Voice of Phophecy, Inc.	**Voice of Prophecy**	MBS	Jack Parker & Associates and O. C. Hoskins & Associates

W

Wander Company Ovaltine	**Captain Midnight**	Blue and MBS	Blackett-Sample-Hummert
William R. Warner Co. Sloan's Liniment	**Gang Busters**	Blue	Warwick & Legler
Washington Coop Egg & Paultry Assn. Chicken	**Breakfast At Sardi's**	Blue-PC	Pacific National Advertising Agency
R. L. Watkins Co. Dr. Lyons Toothpowder, Mulsified Shampoo	**Backstage Wife** **Manhattan Merry-Go-Round** **Stella Dallas** **Orphans of Divorce** **Monday Merry-Go-Round** **Second Husband** **Amanda of Honeymoon Hill**	NBC NBC NBC Blue NBC—Blue CBS and Blue CBS and Blue	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
Welch Grape Juice Co. Grape Juice	**Dear John**	CBS and Blue	H. W. Kastor & Sons Advertising Co.
Wesley Radio League Religious	**Reverend J. Zoller**	MBS	Aircasters, Inc.
Wesson Oil & Snowdrift Sales Co. Salad Oil	**Hawthorne House**	NBC—PC	Fitzgerald Advertising Agency
Western Conference of Teamsters Union	**Curtain, America**	MBS	Clarence Juneau Agency

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Wheeling Steel Corp. Steel	**Wheeling Steelmakers**	Blue and Blue-Int.	Critchfield & Co.
Whitehall Pharmacal Co.	**John B. Hughes, News Commentator**	MBS	Blackett-Sample-Hummert
	Arthur Van Horn, News	MBS	Blackett-Sample-Hummert
J. B. Williams Co. Shaving Accessories	**True or False**	Blue	J. Walter Thompson Co.
Williamson Candy Co. Oh Henry Candy Bars	**Famous Jury Trials**	Blue and Blue-Int.	Aubrey, Moore & Wallace
Wilson Milk Co. Milk	**Smile Awhile**	Blue	Keeling & Co.
William Wrigley, Jr. Co. Chewing Gum	**Melody Ranch**	CBS and CBS-Int.	J. Walter Thompson Co.
	Scattergood Baines	CBS	Arthur Meyerhoff & Co.
	Ben Bernie	CBS	Arthur Meyerhoff & Co.
	The First Line	CBS and CBS-Int.	Arthur Meyerhoff & Co.
	Sergeant Gene Autrey	CBS	J. Walter Thompson Co.
Wyeth Chemical Co. Freezone, Hills Cold Tablets	**John's Other Wife**	Blue	Blackett-Sample-Hummert
	Front Page Farrell	NBC	Blackett-Sample-Hummert

Y

Young People's Church of the Air Religious	**Reverend Percy Crawford**	MBS	R. H. Alber Co. and Ivey & Ellington, Inc.

Zonite Products Corp. Forhan's Toothpaste	**Gabriel Heatter, News**	MBS	Erwin, Wasey & Co.

SHOWMAN'S CALENDAR

FOR 1943

January

1: New Year's Day (In all the States, Territories, District of Columbia and possessions).
Paul Revere Born (1735).
Proclamation of Emancipation (1863).
2: Georgia Admitted (1788).
4: Utah Admitted (1896).
6: New Mexico Admitted (1912).
8: Anniversary of the Battle of New Orleans (Louisiana).
9: Connecticut Admitted (1788).
17: Benjamin Franklin Born (1706).
19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
21: Stonewall Jackson Born (1824).
29: McKinley Born (1843).
Kansas Admitted (1861).
30: Franklin D. Roosevelt's Birthday.

February

3: Horace Greeley Born (1811).
6: Massachusetts Admitted (1788).
7: Charles Dickens Born (1812).
9: Nebraska Admitted (1867).
11: Thomas A. Edison's Birthday.
Daniel Boone Born (1734).
12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.
14: Valentine's Day.
Admission Day (Arizona).
Oregon Admitted (1859).
15: Destruction of the Maine (1898).
19: Ohio Admitted (1803).
22: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
27: Henry Wadsworth Longfellow's Birthday.
First Railroad Charter (1827).

March

1: Nebraska Admitted (1867).
2: Texas Independence Day.
3: Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).
4: Pennsylvania Day.
Vermont Admitted (1791).
5: Boston Massacre (1770).
7: Luther Burbank's Birthday (California).
10: Ash Wednesday (First day of Lent).
15: Maine Admitted (1820).
17: St. Patrick's Day.
21: First Day of Spring.
22: Emancipation Day (Puerto Rico).
25: Maryland Day.
30: Seward Day (Alaska).

April

1: All Fools' Day.
6: War Declared with Germany (1917).
7: Peary Discovered North Pole (1909).
8: Battle of Appomatox (1865).
Louisiana Admitted (1812).
9: Surrender of General Lee (1865).
12: Halifax Independence Resolution (North Carolina).
13: Thomas Jefferson's Birthday (Alabama).
14: Assassination of Abraham Lincoln.
Pan-American Day.
18: Palm Sunday.
19: Patriot's Day (Maine, Massachusetts).
21: Anniversary of Battle of San Jacinto (Texas).
22: Morton's Birthday (Nebraska).
Arbor Day (Nebraska).
23: William Shakespeare Born (1564).
Good Friday.
24: First Newspaper Issued in America (1704).
U. S.-Mexico War (1846).
25: War Declared with Spain (1898).
Easter Sunday.
26: Confederate Memorial Day (Alabama, Florida Georgia, Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917).
27: General U. S. Grant Born (1822).
28: President Monroe Born (1758).
Maryland Admitted (1788).
30: Louisiana Purchased.
Washington Became First President (1789).
Rhode Island Settled (1636).

May

1: May Day.
Child Health Day.
Labor Day (Philippines).
Dewey's Victory in Manila (1898).
2: Stonewall Jackson Shot (1863).
5: Napoleon's Death (1821).
7: Lusitania Torpedoed (1915).
9: Mother's Day (2nd Sunday).
10: Confederate Memorial Day (Kentucky, North Carolina).

11: Minnesota Admitted (1858).
12: Florence Nightingale Born (1820).
20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
21: Lindbergh's Flight to Paris (1927).
23: South Carolina Admitted (1788).
24: First Telegraph Message Sent (1844).
Empire Day (Canada).
29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).

□

June

1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Jefferson Davis' Birthday (1808).
6: Nathan Hale's Birthday (1756).
8: Battle of New Orleans (1815).
10: Franklin Drew Lightning From Sky (1752).
14: Harriet Beecher Stowe's Birthday.
Flag Day.
15: St. Swithin's Day.
Arkansas Admitted (1836).
Pioneer Day (Idaho).
17: Bunker Hill Day.
18: Battle of Waterloo (1815).
19: Beginning of War of 1812.
20: West Virginia Day.
21: Longest Day in Year.
23: Penn Signs Treaty of Peace with Indians.
25: Virginia Admitted (1788).
26: First American Troops Land in France (1917)

□

July

1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).
2: Garfield's Assassination (1881).
3: Idaho Admitted (1890).
4: Independence Day.
10: Wyoming Admitted (1890).
11: John Quincy Adams Born (1767).
13: Forrest's Day (Tennessee).
24: Pioneer Day (Utah).
25: Occupation Day (Puerto Rico).

□

August

1: Colorado Day.
Beginning of World War (1914).
3: Civic Holiday (Canada).
10: Missouri Admitted (1821).
13: Occupation Day (Phillipines).
15: Panama Canal Opened (1914).
16: Bennington Battle Day (Vermont).
20: Benjamin Harrison Born (1833).

September

6: Lafayette Day.
President McKinley Assassinated (1901).
First Battle of the Marne.
Labor Day.
9: Admission Day (California).
12: Defender's Day (Maryland).
Jewish New Year.
17: Constitution Day.
21: Day of Atonement (Hebrew).
22: Nathan Hale Executed (1776).
First Day of Autumn.
26: American Indian Day (4th Friday).

□

October

1: Missouri Day.
5: Wright Brothers Took First Long Distance Flight in Airplane (1905).
8: Chicago Fire (1871).
Farmer's Day (2nd Friday) (Florida).
9: Fraternal Day (Alabama).
12: Columbus Day.
18: Alaska Day.
19: Surrender of Cornwallis (1781).
27: Navy Day.
31: Hallowe'en.
Admission Day (Nevada).

□

November

1: All Saints' Day (Louisiana).
2: General Election Day.
North and South Dakota Admitted (1889).
4: John Philip Sousa Born (1854).
8: Montana Admitted (1889).
11: Armistice Day.
Washington Admitted (1889).
16: Oklahoma Admitted (1907).
17: Suez Canal Opened (1869).
21: North Carolina Admitted (1789).
25: Thanksgiving Day.

□

December

3: Illinois Admitted (1818).
7: Delaware Day.
Pearl Harbor Attacked (1941)
8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
9: Germany-Italy Declare War on U. S. (1941).
10: U. S. Declares War on Germany-Italy (1941).
Mississippi Admitted (1817).
11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania Admitted (1787).
14: Alabama Admitted (1819).
16: Boston Tea Party (1773).
18: New Jersey Admitted (1787).
21: Shortest Day of Year.
Pilgrims Landed at Plymouth Rock (1620).
Woodrow Wilson's Birthday (South Carolina).
25: Christmas Day.
28: Iowa Admitted (1848).
29: Texas Admitted (1845).
31: New Year's Eve.

ARBOR DAY is observed in states on different days, usually in the Spring. The dates in the same states often vary from year to year by proclamation.

RULES AND REGULATIONS OF F. C. C. REGARDING PRODUCTION BY RADIO BROADCAST STATIONS

As of January 1, 1943

GENERAL

Except Sundays, the licensee of each standard broadcast station shall maintain a minimum operating schedule of two-thirds of the total hours that it is authorized to operate between 6 a.m. and 6 p.m., local standard time, and two-thirds of the total hours it is authorized to operate between 6 p.m. and midnight, local standard time, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge shall be notified in writing immediately after the emergency develops.

The licensee of each standard broadcast station shall operate or refrain from operating its station during the experimental period as directed by the Commission in order to facilitate frequency measurement or for the determination of interference. (Stations involved in the after-midnight frequency monitoring programs are notified of their operating and silent schedule.)

If the license of a station specifies the hours of operation, the schedule so specified shall be adhered to except as otherwise prescribed in the rules herein stated.

Share-Time Stations

If the licenses of stations authorized to share time do not specify hours of operation, the licensees shall endeavor to reach an agreement for a definite schedule of periods of time to be used by each. Such agreement shall be in writing and each licensee shall file the same in triplicate original with each application to the Commission for renewal of license. If and when such written agreements are properly filed in conformity with this rule the file mark of the Commission will be affixed thereto, 1 copy will be retained by the Commission, 1 copy forwarded to the inspector in charge, and 1 copy returned to the licensee to be posted with the station license and considered as a part thereof. If the license specifies a proportionate time division, the agreement shall maintain this proportion. If no proportionate time division is specified in the license, the licensees shall agree upon a division of time. Such division of time shall not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

For the purpose of determining the proportionate division of time of the broadcast day for sharing time stations one night hour shall be considered the equivalent of two day hours.

If the license of a station authorized to share time does not specify the hours of operation, the station may be operated for the transmission of regular programs during the experimental period provided an agreement thereto is reached with the other stations with which the broadcast day is shared and further provided such operation is not in conflict with the rule of operation during experimental periods herein stated. Time sharing agreements for operation during the experimental period need not be submitted to the Commission.

Departure from the regular operating schedule set forth in a time-sharing agreement will be permitted only in cases where an agreement to that effect is reduced to writing, is signed by the licensees of the stations affected thereby and filed in triplicate by each licensee with the Commission prior to the time of the proposed change. If time is of the essence, the actual departure in operating schedule may precede the actual filing of written agreement, provided appropriate notice is sent to the Commission and the inspector in charge.

If the licensees of stations authorized to share time are unable to agree on a division of time, the Commission shall be so notified by statement to that effect filed with application for renewal of licenses. Upon receipt of such statement the Commission will designate the applications for a hearing, and pending such hearing, the operating schedule previously adhered to shall remain in full force and effect.

Limited Time Stations

If the licensee of a broadcast station is required to commence or cease operation of the station at the time of sunrise or sunset, the license will specify the hour of the day during each month of the license period when operation of such station will commence or cease.

The licensee of a secondary station authorized to operate limited time and which may resume operation at the time the dominant station or stations on the same channel ceases operation shall, with each application for renewal of license, file in triplicate a copy of its regular operating schedule, bearing a signed notation by the licensee of the dominant station of its objection or lack of objection thereto. Upon approval of such operating schedule, the Commission will affix its file mark and return 1 copy to the licensee authorized to operate limited time which shall be posted with the station license and considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in these rules.

If the licensee of a secondary station authorized to operate limited time and a dominant station on a channel are unable to agree upon a definite time for resumption of operation by the station authorized limited time, the Commission shall be so notified by the licensee of the station authorized limited time. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

Material Term of License Violations

In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

All references herein to standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

Time Changes

If local time is changed from standard time to daylight-saving time at the location of all stations sharing time on the same channel, the hours of operation of all such stations on that channel shall be understoood to refer to daylight-saving time, and not standard time, as long as daylight-saving time is observed at such locations. This provision shall govern when the time is changed by provision of law or general observance of daylight-saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees: *Provided, however,* That when the license specifies average time of sunrise and sunset, local standard time shall be observed. In no event shall a station licensed for daytime only operate on regular schedule prior to local sunrise, or shall a station licensed for greater daytime power than nightime power or for a different radiation pattern for daytime operation than for nightime operation operate with the daytime power or radiation pattern prior to local sunrise.

Where the local time is not changed from standard time to daylight-saving time at the location of all stations sharing time on the same channel, the hours of operation of such stations shall be understood to have reference to standard time, and not daylight-saving time, unless said licensees mutually agree upon a new schedule which shall be effective only while daylight-saving time is observed at the location of some of these stations.

The time of operation of any broadcast station which does not share time with other stations on the same channel shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is authorized by the Commission.

The provisions of the rules defining various types of stations and time periods shall not prevent the transmission of programs between four o'clock a.m., local standard time, and local sunrise, of standard broadcast stations with their authorized daytime facilities, *Provided*: That the provisions of this rule shall not extend to:

(1) Stations regularly sharing time during daytime hours either under licenses pursuant to which time-sharing agreements have been entered into or licenses specifying hours of operation, unless time-sharing agreements have been reached covering such operation prior to local sunrise. Sections of these rules regarding sharing time shall be applicable to such agreements.

(2) Any class II stations causing interference by use of its daytime facilities within the 0.5 mv/m 50% sky wave contour of any class I station either of the United States or of any country party to the North American Regional Broadcasting Agreement, except (a) where the Class I station is located east of the Class II station in which case operation may begin at local sunrise at the class I station; (b) where an agreement has been reached with the class I

station to begin operation prior to local sunrise.

(3) Operation by use of its daytime facilities of any class II station on any class I-A channel not assigned to the United States under the North American Regional Broadcasting Agreement.

Any station operating during such hours receiving notice from the Commission that undue interference is caused shall refrain from such operation during such hours pending further notice from the Commission.

Nothing contained in outstanding instruments of authorization for such stations shall prohibit such operation except as herein provided.

The period 4:00 a.m. to 6:00 a.m., local standard time, shall not be included in determining compliance with section of these rules on minimum operating schedule.

General Rules Applicable to Standard and High Frequency Broadcast Stations

The station license and any other instrument of authorization or individual order concerning construction of the equipment or the manner of operation of the station shall be posted in a conspicuous place in the room in which the transmitter is located in such manner that all terms thereof are visible and the license of the station operator shall be posted in the same manner.

The licensee of each station shall have a licensed operator or operators of the grade specified by the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located.

The licensed operator on duty and in charge of a standard or high frequency broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another radio station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such other stations: Provided, However, That such duties shall in no wise interfere with the proper operation of the standard broadcast transmitter.

Logs

The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

A. In the Program Log

a. An entry of the time each station identification announcement (call letters and location) is made.

b. An entry briefly describing each program broadcast, such as "music," "drama," "speech," etc., together with the name or title thereof, and the sponsor's name, with the time of the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof such as "record," "transcription," etc., and the time it is announced as a mechanical record. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

c. An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.

B. In the Operating Log

a. An entry of the time the station begins to supply power to the antenna, and the time it stops.

b. An entry of the time the program begins and ends.

c. An entry of each interruption to the carrier wave, its cause and duration.

d. An entry of the following each 30 minutes:

(1) Operating constants of last radio stage (total plate current and plate voltage).
(2) Antenna current.
(3) Frequency monitor reading.
(4) Temperature of crystal control chamber if thermometer is used.

e. Log of experimental operation during experimental period (If regular operation is maintained during this period, the above logs shall be kept).

(1) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

Logs of standard or high frequency broadcast stations shall be retained by the licensee for a period of two years except when required to be retained for a longer period in accordance with the provisions of the rules pertaining to logs involving communications incident to a disaster or incidents to or involved in an investigation by the Commission or concerning which the licensee has been notified, in which case they shall be retained by the licensee until specifically authorized in writing by the Commission to destroy them; Provided, further. That logs incident to or involved in any claim or complaint of which the licensee has notice, shall be retained by the licensee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.

Station Identification

A licensee of a standard or high frequency broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation on the hour and either on the half hour or quarter hour following the hour and at the quarter hour preceding the next hour: Provided

Such identification announcement during operation need not be made on the hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert or operatic production of longer duration than thirty minutes. In such cases the identification announcement shall be made at the beginning of the program, at the first interruption of the entertainment continuity and at the conclusion of such program.

Such identification announcement need not be made on the half hour or quarter hours when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production. In such cases an identification announcement shall be made at the first interruption of the entertainment continuity, and at the conclusion of the program, *Provided,* That an announcement within 5 minutes of the half hour or at the quarter hour following the hour or at the quarter hour preceding the next hour, will satisfy the requirements of identification announcements.

In case of variety show programs, baseball game broadcasts, or similar programs, of longer duration than thirty minutes, the identification announcement shall be made within five minutes of the hour and of the half hour or at the quarter hour following the hour or at the quarter hour preceding the next hour.

In case of all other programs the identification announcement shall be made within two minutes of the hour and on the half hour and at the quarter hour following the hour and at the quarter hour preceding the next hour.

In making the identification announcement, the call letters shall be given only on the channel of the station identified thereby.

Mechanical Reproduction

Each broadcast program consisting of a mechanical record, or a series of mechanical records, shall be announced in the manner and to the extent set out below:

1. A mechanical record, or a series thereof, of longer duration than thirty minutes, shall be identified by appropriate announcement at the beginning of the program, at each thirty minute interval, and at the conclusion of the program; provided, however, that the identifying announcement at each thirty minute interval is not required in case of a mechanical record consisting of a single, continuous, uninterrupted speech, play, religious service, symphony, concert or operatic production of longer duration than thirty minutes;
2. A mechanical record, or a series thereof, of a longer duration than five minutes and not in excess of thirty minutes, shall be identified by an appropriate announcement at the beginning and end of the program;
3. A single mechanical record of a duration not in excess of five minutes, shall be identified by appropriate announcement immediately preceding the use thereof;
4. In case a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical record is required.
5. The identifying announcement shall accurately describe the type of mechanical record used, i.e., where an electrical transcription is used it shall be announced as a "transcription" or an "electrical transcription" or as "transcribed" or "electrically transcribed" and where a phonograph is used it shall be announced as a "record."

Rebroadcast Programs

(a) The term "rebroadcast" means reception by radio of the program of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station. (In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio ,the broadcasting of this program is not considered a rebroadcast.)

(b) The licensee of a standard or high frequency broadcast station may, without further authority from the Commission, rebroadcast the program of a United States standard or high frequency broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program. (The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting

certain programs of a standard or high frequency broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period).

(c) The licensee of a standard or high frequency broadcast station located within a state or the District of Columbia may, without further authority of the Commission, rebroadcast on a non-commercial basis a non-commercial program of a United States international broadcast station.

The licensee of a standard or high frequency broadcast station located in any territory or insular possession of the United States may, without further authority of the Commission, rebroadcast any program of a United States international broadcast station.

In the case of any rebroadcast under these provisions, the Commission shall be notified of the call letters of each station whose programs are rebroadcast and the licensee shall certify that express authority has been received from the licensee of the station originating the program.

(d) No licensee of a standard or high frequency broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission upon application accompanied by written consent or certification of consent of the licensee of the station originating the program. (The broadcasting of a program relayed by a relay broadcast station is not considered a rebroadcast.)

(e) In case of a program rebroadcast by several standard broadcast stations such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of station originating program.

Attention is directed to Section 325 (b) of the Communications Act of 1934, which reads as follows:

"No person shall be permitted to locate, use or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application thereof."

Political Broadcasting

No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate. The following definitions shall apply for the purpose of this rule: a. 'A legally qualified candidate' means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who has qualified for place in the ballot or is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and has been duly nominated by a political party which is commonly known and regarded as such, or makes a substantial showing that he is a bona fide candidate for nomination or office, as the case may be.

The rates, if any, charged all such candidates for the same office, shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discriminations in charges, practices, regulations, facilities or services for or in connection with service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the *exclusion of other legally qualified candidates* for the same public office.

Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests and the charges made, if any, if request is granted.

ORGANIZATIONS

National Association of Broadcasters

•

Radio Groups

•

Personnel

•

Addresses

•

Unions

•

Guilds

•

Associations

NATIONAL ASSOCIATION OF BROADCASTERS

Headquarters: 1760 N. Street, N. W., Washington, D. C.

HEADQUARTERS STAFF

Neville Miller
President

C. E. Arney, Jr.
Assistant to the President and Acting Secretary-Treasurer

Russell P. Place
Counsel

Arthur C. Stringer
Director of Promotion

Joseph L. Miller
Director of Labor Relations

Everett E. Revercomb
Auditor

Willard D. Egolf
Public Relations

Howard Frazier
Director of Engineering

Paul F. Peter
Director of Research

Lewis H. Avery
Director of Broadcast Advertising

BOARD OF DIRECTORS

Director	District	States Comprising District
*Paul W. Morency WTIC, Hartford, Conn.	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.
Kolin Hager WGY, Schenectady, N. Y.	2	New York, New Jersey.
*Isaac D. Levy WCAU, Philadelphia, Pa.	3	Delaware, Pennsylvania.
G. Richard Shafto WIS, Columbia, S. C.	4	District of Columbia, Maryland, North Carolina, South Carolina, Virginia, West Virginia.
*Frank King WMBR, Jacksonville, Fla.	5	Alabama, Florida, Georgia, Puerto Rico.
Hoyt B. Wooten WREC, Memphis, Tenn.	6	Arkansas, Louisiana, Mississippi, Tennessee.
*J. Harold Ryan WSPD, Toledo, Ohio	7	Kentucky, Ohio.
John E. Fetzer WKZO, Kalamazoo, Mich.	8	Indiana, Michigan, excluding the counties of Ontonagon and Gogebic.
Leslie C. Johnson WHBF, Rock Island, Ill.	9	Illinois; Wisconsin, excluding the counties of LaCrosse, Monroe, Juneau, Adams, Marquette Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price Oneida, Vilas, Iron, Ashland, Bayfield and Douglas.
John J. Gillen, Jr. WOW, Omaha, Neb.	10	Iowa, Missouri, Nebraska.

Director	District	States Comprising District
*E. L. Hayek KATE, Albert Lea, Minn.	11	Minnesota; North Dakota; South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson; Wisconsin, including the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chipewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas; Michigan, including the counties of Ontonagon and Gogebic.
William B. Way KVOO, Tulsa, Okla.	12	Kansas, Oklahoma.
Hugh A. L. Halff WOAI, San Antonio, Texas	13	Texas.
Ed Yocum KGHL, Billings, Mont.	14	Colorado, Idaho, Utah, Wyoming, Montana, South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
*Arthur Westlund KRE, Berkeley, Calif.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial; Nevada and Hawaii.
Calvin J. Smith KFAC, Los Angeles, Calif.	16	Arizona; California, including the counties excepted in District 15; New Mexico.
*Harry R. Spence KXRO, Aberdeen, Wash.	17	Alaska, Oregon, Washington.

* Term expires in 1943.

DIRECTORS-AT-LARGE*

Large Stations

Edwin W. Craig
WSM, Nashville, Tenn.

J. O. Maland
WHO, Des Moines

Medium Stations

Eugene P. O'Fallon
KFEL, Denver, Colo.

Don S. Elias
WWNC, Asheville, N. C.

Small Stations

Herbert Hollister
KANS, Wichita, Kan.

James W. Woodruff, Jr.
WRBL, Columbus, Ga.

Networks

Paul W. Kesten
CBS, New York, N. Y.

Frank M. Russell
NBC, Washington, D. C.

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S. R. Dean, CBS, New York, N. Y.

Virgil J. Hasche, WGY, Schenectady, N. Y.

Ray Jordan, WDBJ, Roanoke, Va.

Harry F. McKeon, NBC, New York, N. Y.

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Arden X. Pangborn, KEX, Portland, Ore.

William B. Quarton, WMT, Cedar Rapids, Ia.

Edney Ridge, WBIG, Greensboro, N. C.

Jan Schimek, CBS, New York, N. Y.

Lee B. Wailes, KYW, Philadelphia, Pa.

William B. Way, KVOO, Tulsa, Okla.

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Chairman—John V. L. Hogan, WQXR, New York, N. Y.

E. K. Cohan, CBS, New York, N. Y.

F. M. Doolittle, WDRC, Hartford, Conn.

O. B. Hanson, NBC, New York, N. Y.

G. Porter Huston, WCBM, Baltimore, Md.

Insurance

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S. R. Dean, CBS, New York, N. Y.

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Martin B. Campbell, WFAA, Dallas, Teaxs.

John Elmer, WCBM, Baltimore, Md.

W. E. Hutchinson, WAAF, Chicago, Ill.

Henry P. Johnston, WSGN, Birmingham, Ala.

C. L. Thomas, KXOK, St. Louis, Mo.

John H. MacDonald, NBC, New York, N. Y.

Frank White, CBS, New York, N. Y.

Research

Chairman—Roger W. Clipp, WFIL, Philadelphia, Pa.

Barry T. Rumple, NBC, New York, N. Y.

John C. McCormack, KWKH, Shreveport, La.

Dr. Frank N. Stanton, CBS, New York, N. Y.

G. Bennett Larson, WWDC, Washington, D. C.

Sales Managers

District 1

Kingsley F. Horton, WEEI, Boston, Mass.

District 2

Charles Phillips, WFBL, Syracuse, N. Y.

District 3

John E. Surrick, WFIL, Philadelphia, Pa.

District 4

J. Dudley Saumenig, WIS, Columbia, S. C.

District 5

John M. Outler, Jr., WSB, Atlanta, Ga.

District 6

J. C. Eggleston, WMC, Memphis, Tenn.

District 7

William I. Orr, WBNS, Columbus, Ohio.

District 8

J. B. Conley, WOWO, Fort Wayne, Ind.

District 9

James F. Kyler, WCLO, Janesville, Wisc.

District 10

Sam H. Bennett, KMBC, Kansas City, Mo.

District 11

Thomas G. Gavin, WMFG, Hibbing, Minn.

District 12

Clark A. Luther, KFH, Wichita, Kans.

District 13

Jack Keasler, WOAI, San Antonio, Texas.

District 14

W. E. Wagstaff, KDYL, Salt Lake City, Utah.

District 15

Wilt Gunzendorfer, KSRO, Santa Rosa, Calif.

District 16

Charles A. Storke, KTMS, Santa Barbara, Calif.

District 17

W. B. Stuht, KOMO-KJR, Seattle, Wash.

Sales Managers Executive Committee

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Small Stations: Dietrich Dirks, KTRI, Sioux City, Ia.

Medium Stations: William Malo, WDRC, Hartford, Con.

Large Stations: Frank R. Bowes, WBZ, Boston, Mass.

CBS: Arthur Hull Hayes CBS, New York, N. Y.

MBS: Donald D. Davis, WHB, Kansas City, Mo.

NBC: George H. Frey, NBC, New York, N. Y.

Retail Promotion Committee

Consultant—Sheldon B. Coons, New York, N. Y.

Chairman—Paul W. Morency, WTIC, Hartford, Conn.

Robert E. Bausman, WISH, Indianapolis, Ind.

Gene L. Cagle, KFJZ, Fort Worth, Texas.

William Crawford, WOR, New York, N. Y.

Dietrich Dirks, KTRI, Sioux City, Ia.

John Esau, KTUL, Tulsa, Okla.

Sherman D. Gregory, WEAF, New York, N. Y.

Kenneth K. Hackathorn, WHK-WCLE, Cleveland, Ohio.

Arthur Hull Hayes, WABC, New York, N. Y.

Walter Johnson, WTIC, Hartford, Conn.

C. L. McCarthy, KQW, San Jose, Calif.

John M. Outler, Jr., WSB, Atlanta, Ga.

Oliver Runchey, KOL, Seattle, Wash.

Wage and Hour Committee

Chairman—C. T. Lucy, WRVA, Richmond, Va.

Quincy A. Brackett, WSPR, Springfield, Mass.

Norris L. O'Neil, WSJS, Winston-Salem, N. C.

A. K. Redmond, WHP, Harrisburg, Pa.

James B. Rock, KDKA, Pittsburgh, Pa.

LEGAL—LEGISLATIVE ACTIVITIES

By Russell P. Place
NAB Counsel

OUTSTANDING among the problems dealt with by the NAB in 1942 was the Sanders Bill in Congress to amend the Communications Act of 1934 and the attempt by the International Allied Printing Trades Council to saddle broadcasters with a discriminatory time-sales tax. Also of importance to broadcasters was the retention of the average-earnings basis for computing the Excess Profits Tax. Still pending on the Congressional front is Executive Resolution "E" for adherence to the International Copyright Convention; although vigorously opposed by the NAB and all others interested in copyright, the State Department is persistently advocating adherence to the Convention and the problem is still before the industry. A host of knotty problems grew out of the war effort. Highlighted among these were matters involving priorities, selective service and rationing of tires and gasoline. Subsequent to the declaration of war the Code Committee promptly tackled the question of the handling of war news.

Communications Act Amendment

Properly to report the activities and concerns of the Legal Department for 1942, it is desirable to begin with the promulgation by the FCC of the Chain Broadcasting Regulations on May 2, 1941, just prior to the St. Louis Convention. Stemming therefrom were the introduction of a resolution (S. Res. 113) by Senator Wallace White of Maine calling for an investigation by the Senate of the effect of the regulations and for amendment of the Communications Act, and the introduction of bills by Representative Sanders of Louisiana (H. R. 5497) and Senator White (S. 1806) to amend the Communications Act.

At St. Louis, the NAB membership voted unanimously to support the White resolution and seek amendment of the Communications Act of 1934. Pursuant to that vote Neville Miller, President, testified before the Senate Interstate Commerce Committee in favor of adoption of the resolution. Hearings, which were well attended by broadcasters, lasted nearly three weeks and were recessed on June 20 subject to the call of the Chair. They have not been resumed. Hearings on Senator White's bill have not been scheduled.

Early in September, in pursuance of the mandate of the resolution adopted by the Convention, NAB sought hearings on the Sanders bill in the House. An analysis of both the Sanders and White bills was prepared and promptly circulated to the membership. The House Committee on Interstate and Foreign Commerce scheduled hearings on the Sanders bill to begin April 14, and ended July 1, 1942. First witnesses to testify were the representatives of the Federal Communications Bar Association.

They were followed by the appearance of Mr. Miller who testified in support of the proposed changes in administrative organization, procedure and judicial review as advocated by the Federal Communications Bar Association. In addition, NAB proposed three amendments: (1) to provide for declaratory rulings on administrative action; (2) to prohibit the imposition by the Commission of unauthorized penalties and sanctions; and (3) to enact the language of the Sanders Brothers case prohibiting government supervisory control of programs, of business management and of policy of radio stations.

Although the bill died with the 77th Congress, the reported testimony will remain as an expression of the views of various interests and should be of great value to the Committee if the bill or a similar one is introduced in the next Congress.

Radio Time-Sales Tax

In April, 1942, again advocating a discriminatory tax on radio time sales, Mr. John B. Haggerty, representing the International Allied Printing Trades Council, appeared before the Ways and Means Committee. On April 17, Mr. Alvord appeared for NAB in opposition. The IBEW supported the NAB by filing a statement in opposition to the tax. Later, the NAB filed a memorandum in opposition to the tax with the Senate Finance Committee. The tax was not enacted in the Revenue Act of 1942.

Int'l Copyright Convention

There is still pending before the Senate of the United States Executive Resolution "E," the adoption of which by the Senate would result in making the United States a party to the International Copy-

right Convention without prior revision of our own law. The adoption of this resolution has been consistently opposed by the NAB and entry into the Convention during war times would have more than normally disastrous results to broadcasting because a very large volume of the great European musical works of the past fifty years, now in the public domain, would thereby become wholly unavailable for broadcasting use.

Liquor Advertising

In March Representative Rankin (D-Miss.) introduced a bill (H. R. 6785) to prohibit the advertising of alcoholic beverages over the radio. Like the Johnson Bill (S. 517) for the same purpose, reintroduced at the second session, it died without hearings having been held. NAB is opposed to such legislation.

State Legislation

In the closing days of the 1941 session of the Florida Legislature a bill was enacted purporting to abolish any asserted common law rights to collect royalties on the recorded performances embodied in phonograph records and electrical transcriptions once they are sold in commerce for use in Florida. Florida also amended its libel law by giving a radio station the right to require the submission of written script 24 hours before the time of broadcast; such submission of the script frees the station from liability for any libelous or slanderous utterances broadcast which were not contained in the script.

In 1942 Legislatures of eight states met in regular session. In Kentucky two bills to ban the sale of alcoholic beverages advertised over the radio died in their respective branches. NAB cooperated with Kentucky broadcasters in their efforts to defeat these bills. Mississippi enacted an anti-sabotage law with particular reference to communications facilities. NAB Legislative Contacts in the various states have been most cooperative at all times.

In New York the activities of the New York State Legislative Committee led to the passage of two measures beneficial to radio. An NAB-sponsored bill, permitting a corporation engaged in broadcasting to prohibit or restrict the transferability of its stock to aliens, is now on the Governor's desk. A new child labor law was amended, at the request of the NAB, to permit children under 16 to participate in broadcasting for not more than two hours a week where the performance is of a non-professional character and occurs outside school hours, and to authorize the granting of permission by the proper authorities for professional appearances of children in series of radio performances.

Litigation

The power of the FCC to issue subpoenas in an investigation seeking information applicable to the legislative standards set up in the Communications Act was upheld on January 26, 1942, by the United States Court of Appeals for the District of Columbia in the Stahlman case. The court negatived the Commission's authority to require witnesses whom it summons to bare their records, relevant or irrelevant, in the hope that something will turn up, or to invade the privacy protected by the Fourth Amendment. The court flatly stated that the Commission has no power to ban ownership of radio stations by newspapers as such.

On February 20, 1942, the United States District Court for the Southern District of New York ruled against the networks in their suit against the Government. The decision was not on the merits of the case—the powers of the FCC—but on the question of the court's jurisdiction. The court, however, stayed operation of the network regulations, and on March 9, CBS and NBC appealed to the United States Supreme Court, which ruled in favor of the networks. In the fall of 1942, the statutory three-judge court in New York, without taking evidence, decided on the merits in favor of the FCC. The networks appealed again to the Supreme Court, and argument will be heard early in 1943. Meanwhile, operation of the "network regulations" is stayed.

The Supreme Court on April 6, 1942, affirmed the power of the United States Court of Appeals for the District of Columbia to stay orders of the FCC pending determination of appeals to that court from Commission orders. The question was raised on certification by a divided Court of Appeals after Scripps-Howard Radio, Inc., licensee of Station WCOP, had appealed from the Commission's denial of its petition to vacate an order granting, without hearing, Station WCOL a CP for change of frequency and increase of power.

Code Committee

Since the first of the year the Code Committee has met four times. Notable in its work was the promulgation of recommendations with reference to news broadcasts in war time, made in collaboration with other elements of the industry and government officials, and its assistance in clarifying the application of the Code to the purchase of time by the Cooperative League of the U.S.A.

NAB WAR ACTIVITIES

By Arthur Stringer
NAB Director of Promotion and Secretary, NAB War Committee

SEASONED and toughened by a year of wartime service the broadcast industry is adjusted for even greater responsibilities during 1943. These may be expected to increase with the size of our fighting forces, with combat participation and with our changing economy.

Ability to meet larger responsibilities successfully depends largely on three factors. The first one is the ability of the industry to solve its own complex operating problems. Factors two and three, which never before have had to be considered by broadcasters, are: (2) release by government of materials for the manufacture of tubes and component parts for the maintenance of transmitting facilities as well as home radios; and (3) the recruiting and training of replacement personnel for station operation and repair of home radios after parts have been provided. All this is a formidable undertaking necessitating, for success, the cooperation of all branches of the radio industry and of several government agencies.

Man-Power Problem

During 1942 the NAB department of promotion was concerned primarily with activities directly bearing on winning the war. The manpower problem was emphasized every day of the year, through the coordination of continuous recruiting campaigns for the Army, Navy, Marine Corps, Coast Guard and Civil Service. Response of stations was positive and productive. Quotas for the fighting forces were constantly maintained.

"Fundamentals of Radio," an educational course prepared by the NAB and conducted on and off campus by colleges and universities, exceeded eight hundred different classes by May. More than twenty-two thousand persons in forty-six states were under instruction at the end of the first quarter. Approximately fifteen thousand others were studying "Fundamentals" in the fourth quarter. Graduates went to the armed forces, Civil Service, to broadcasting and manufacturing.

These figures are but partial indication of the widespread influence of the course outline, "Fundamentals of Radio," as prepared by NAB. Sales figures of 100,000 copies of a text book, written especially for the course, are more enlightening. In addition other texts in other classes were used in connection with the NAB course outline. Consequently, the NAB course outline was instrumental in the acquisition of technical radio knowledge by many other persons not included among the 100,000 using the volume, "Fundamentals of Radio." Army Signal Corps and the Navy requested NAB to increase this radio technician training program immediately after Pearl Harbor. Of its own volition NAB had launched the program the previous August.

Civilian Defense Aid

The department, in cooperation with broadcast stations, assisted the Office of Civilian Defense in the distribution of 10,000,000 forty-eight page booklets, "What Can I Do," and the Civil Aeronautics Administration in its non-combat flying training program.

Broadcasters sold war bonds and stamps by the millions and influenced their purchase by the billions. Radio was the backbone of the Treasury's campaign.

"Swap Bulletin"

Since stations must be kept on the air, if programs are to reach and influence people, a "Swap Bulletin" was launched June 6, on behalf of the NAB Engineering Committee. Usually published weekly, "Swap Bulletin" contains items which stations wish to buy and surplus items which they are willing to sell in order to help other stations stay on the air. According to letters the parts and supplies advertised have kept many stations operating

The wide variety of tasks performed directly for the war effort is indicated by the tabulation on pages 286 and 287 of this volume. Figures show the number of programs and announcements of *local* origination for the six months ending with October, 1942. Not included is the large volume of programs and announcements, of network origination, in support of the war effort.

LISTENER ACTIVITY

EACH year NAB has endeavored to broaden and strengthen the relations of the broadcasting industry with the listening public. During 1940-41 Dorothy Lewis, vice-president of the Radio Council on Children's Programs undertook, under NAB auspices, a nationwide survey. The principal objective was to gather helpful information on radio programs for children from broadcasters and interested organizations of listeners. In addition, Mrs. Lewis cooperated with leaders of local and area groups in strengthening existing Radio Councils and in organizing new ones. On her return from her first nationwide tour, NAB published Mrs. Lewis' report, "Broadcasting to the Youth of America." Over 30,000 copies of this publication have been distributed. No reprint is contemplated for reasons which will hereafter appear.

Early in 1942 it was decided to enlarge the scope of this activity and Mrs. Lewis, at her request, agreed to serve on a volunteer basis, as Coordinator of Listener Activity. The Radio Council of Greater Cleveland, through its President, Mrs. Walter V. Magee, cooperated with Mrs. Lewis in arranging constructive sessions in connection with NAB's 21st Annual Convention at Cleveland. Outstanding speakers addressed an audience composed of broadcasters and listeners. These sessions marked a significant step toward more understanding relations between the broadcasters and the listeners.

Work of Radio Councils

In the fall of 1942 Mrs. Lewis made her second swing 'round the circuit, visiting many states and several provinces in Canada. As a result, new Radio Councils are springing up in many areas from New England to California. Interest has been aroused in Canada as well. These Radio Councils are active in the issuance of accredited lists of good listening; making local studies and surveys; setting up war coordinating committees to relieve pressure on local broadcasters and listening post committees on war news; and appointing Peabody Award Committees; and promotion and publicity committees. They also handle the job of reaching all participating organizations with programs about their American system of radio, and help to increase newspaper cooperation and better listings. Radio Education Committees expedite the equipment of schools, establish radio divisions in state and local Departments of Education and try to interest teachers in using radio as a teaching aid. Children's Program Committees help to promote current local children's programs and assist in the creation of new ones through cooperation of schools, libraries, and local little theater groups. Regional Directors of Listener Activity for NAB have been appointed in various sections of the country. These representatives have been chosen from club and civic groups to promote better understanding of radio in their districts. Close contact is maintained with most national women's organizations through their presidents and radio chairmen.

Radio in Education

In addition to her work with the councils, Mrs. Lewis has cooperated with schools and colleges by addressing classes and in organizing listener groups, and encouraging the establishment of courses of study bringing about more effective use of radio as an aid to education, etc. Complete reports covering the many phases of these activities are now in process of preparation—one on children's programs, and the other a "Handbook for Radio Chairmen." They will replace the prior publication, "Broadcasting to the Youth of America."

Another activity undertaken in connection with the Listener Activity phase of the NAB, has been the organization of the Association of Women Directors. This organization embraces the women in all of the NAB stations who have charge of women's programs. Ruth Chilton, WSYR, Syracuse, is president of the Association. There are over 300 stations represented in membership, in every district and nearly all of the states. A quarterly bulletin, covering wartime activities and matters of interest to these directors will be issued. From time to time releases of interesting material will be made from national organizations and government bureaus.

THE NAB CODE

CONTINUED public approval of the Code and the adoption by the Code Compliance Committee of principles for the handling of war news highlighted the year 1942. *Misunderstanding between the Cooperative League of the U. S. A. and certain stations as to the purchase of time by the League was cleared up with the Committee's assistance. In his message to the* 1942 *annual convention NAB President Neville Miller stated:*

"The past year saw the industry once again take the leadership in solving some of our problems by means of self regulation. Not only did the Code Committee continue actively the work of interpreting the Code, but with the coming of the war, new principles were outlined for the handling of war news which met with the approval of both the industry and the public. Realizing that government as a rule undertakes no services or regulation unless private agencies have proved themselves uncapable or unwilling, the industry has wisely adopted a policy to continue its activities in the field of self regulation. New phases of the war will undoubtedly bring new problems. I am sure with the continued cooperation of the broadcasters we shall solve them."

Children's Programs

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs must not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to overstimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature will be permitted.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultations with parent and child study groups. The results of these studies will be made available for application to all children's programs.

Controversial Public Issues

As part of their public service, networks and stations shall provide time for the presentation of public questions including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to

pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

Educational Broadcasting

While all radio programs possess some educative values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end and, in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct.

News

News shall be presented with fairness and accuracy and the broadcasting station or network shall satisfy itself that the arrangements made for obtaining news insure this result. Since the number of broadcasting channels is limited, news broadcasts shall not be editorial. This means that news shall not be selected for the purpose of furthering or hindering either side of any controversial public issue nor shall it be colored by the opinions or desires of the station or network management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analyzing and elucidating news so long as such analysis and elucidation are free of bias.

News commentators as well as all other newscasters shall be governed by these provisions.

Religious Broadcasts

Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it

should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

Commercial Programs and Length of Commercial Copy

Acceptance of programs and announcements shall be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, radio advertising, testimonials and other statements, comply with pertinent legal requirements, fair trade practices and acceptable standards of good taste.

Brief handling of commercial copy is recommended procedure.

Member stations shall hold the length of commercial copy, including that devoted to contests and offers, to the following number of minutes and seconds:

Daytime

Five-minute programs	2:00
*Five-minute news programs	1:45
Ten-minute programs	2:30
Fifteen-minute programs	3:15
Twenty-five-minute programs	4:15
Thirty-minute programs	4:30
Sixty-minute programs	9:00

Night-time

Five-minute programs	1:45
*Five-minute news programs	1:30
Ten-minute programs	2:00
Fifteen-minute programs	2:30
Twenty-five-minute programs	2:45
Thirty-minute programs	3:00
Sixty-minute programs	6:00

Exceptions:

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications.

Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situations which in the opinion of the member may justify exceptions to the above prescribed limitations.

* Further restriction by individual stations is recommended.

Recommendations of the NAB Code Committee for the Handling of News Programs in Wartime (Adopted February 6, 1942)

Radio listeners are anxious news listeners today. On each broadcast they eagerly await the word of happenings all over the world. Consequently, broadcasters have a deep responsibility in giving out this news in a manner which will satisfy the eagerness of the listener without resorting to production techniques that dramatize or excite situations. The use of commercial copy should conform to this objective pattern of simplicity in presentation and calmness in manner. In order to achieve this, we suggest the following:

a. The opening commercial identification should be as short as possible. Get into the news rapidly without attempting to make the listener take a solid commercial first.
b. Clever "lead-ins", use of a few teaser news items before the commercial, promises of an "exclusive item" after the commercial—all such advertising technique will defeat the aim of broadcasting under present conditions. Therefore, the practice should not be employed.
c. Great care should be exercised in the placement of the so-called "middle commercial". It should come after the body of news has been given. This position therefore will vary with the contents of the news in each radio edition. In some routines used by some stations it will come after a roundup of official communiques; or after a combination of international and national news items; or after a commentators' resume and comment on these stories. The placement will of course be determined by the individual method used by each station in the presentation of its news. But the position given it should be based on the determination to give the listener the outstanding news in a well-rounded pattern before the insertion of the commercial.
d. Whenever the commercial is inserted, the broadcaster should be extremely cautious about its content in relation to the news which precedes. For example, under the present circumstances it is bad taste to insert advertising copy immediately following a story of a great disaster or catastrophe. Some method should be used to separate the two. Here are some suggestions of various methods:
    1. Use of a short sports or general news item before going into a commercial.
    2. Some stations may be able to use two voices, with the news voice pausing a second or two and bringing in the commercial with an introduction.
    3. When same announcer is used, in addition to the pause, he should identify the succeeding talk as a "message from the sponsor", or some identifying lead-in.

The Commercials:

a. Broadcasters should insist that all commercials adhere to the standards of good taste.
b. "Scare copy" or copy based on "fear of what will happen" should be avoided.
c. Any attempt to write into the commercial accepted "news phrases";

such as "flash," "bulletin," "headlines from," "good news for," "today all over the world," etcetera must be halted.

d. The use of transcribed jingles, musical introductions to commercials, sound effects, etcetera should be discouraged. If a broadcaster accepts such, then a news item of sports or human interest—*definitely not a war or peril item*—should precede their use. They then should be placed close to the end of the news broadcast in order not to interrupt the news pattern.

e. Commercials should not contain copy praising the sponsor for bringing the news or commending the client for bringing it "first" —"or at great expense"—"or through the resourcefulness of."

f. All copy should conform to the general theme of news broadcasting outlined above in the interests of eliminating the causes of criticism. Hence the copy theme, the use of verbiage should be in keeping with calmness in delivery and good taste in approach.

g. *The manner of presentation*:

   a. All production techniques which foster excitement should be abandoned. This would mean the avoidance of dramatization, sound effects and attention compellers.

   b. All announcers and commentators must deliver with calmness and restraint. Shouters, dramatists and announcers who use a "heavy sell" should conform in microphone manner to the new spirit of news broadcasting.

   c. The use of infection etcetera, to suggest the importance or the "exclusivity" of an item of news would violate the spirit of the new pattern.

Suggestions:

It has been suggested that the present method of identifying sponsors of news broadcasts be adjusted so as to eliminate the use of "through the courtesy of"; "is made possible by"; "is brought to you by."

In order to do this, perhaps the following method could be adopted,—"a daily service of the XZZ Company," or "a service of the XZZ Company," or conclude the news with a service announcement such as defense bond, army, navy or marine enlistment, man power announcements, etcetera and then follow with a tag line commercial killing direct reference to *"sponsorship," "courtesy,"* etcetera.

Network or station should reserve to itself the right on an appropriate occasion to refuse a middle commercial, or to insist upon its coming later in the program, when its use earlier interrupts a continuing description of a single situation. For example, if ten minutes of a fifteen minute news broadcast were devoted to the Roberts Report, the news of that report should not be interrupted by a commercial. Similarly, should some transcendental situation take up the entire news, the sponsor's middle message should not be permitted at all.

Sponsorship of individual and sporadic news bulletins which results in single news items or two or three brief news items reaching the audience under commercial sponsorship should not be permitted.

Such as—sponsorship of a news bulletin in a station break announcement.

Any changes in present standard news broadcasting practices required in order to institute the foregoing standards should be made promptly.

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ORGANIZATIONS

PERSONNEL—ADDRESSES

Acoustical Society of America

120 S. LaSalle St., Chicago, Ill.
Randolph 8460

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FUNCTIONS

The purpose of the society is to increase and diffuse the knowledge of acoustics and promote its practical applications.

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Actors' Equity Association

45 W. 47th St., New York, N. Y.
BRyant 9-3550

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BRANCH OFFICES

Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd., Hollywood, Calif.

San Francisco: Theodore Hale, 26 O'Farrell Street.

Chicago: Frank Dare, 720 Bittersweet Place.

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Advertising Federation of America

330 West 42nd St., New York, N. Y.
BRyant 9-0430

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FUNCTIONS

To provide a common forum and a central medium for cooperative effort on behalf of all individuals and groups interested in advertising.

To elevate the standards of advertising practice and to combat any unfair competitive methods in its sale.

To help increase the effectiveness of advertising as an instrument of distribution, with its resulting benefits to business and the general public.

To determine and disseminate more accurate knowledge of the functions of advertising in business, and its social and economic values.

To aid in raising the standards of education and training for advertising practitioners.

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Advertising Research Foundation

330 West 42nd St., New York, N. Y.
LOngacre 3-1454

OFFICERS

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Agricultural Marketing Service—Radio Section

Washington, D. C.
Republic 4142—Extension 6373

OFFICERS

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Senior Radio Specialist.....Bernard W. Molohon

Associate Radio Specialist.....Beulah Rodgers
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CHICAGO: 5 So. Wabash Ave.; Don E. Rogers, Regional Chief; Lance G. Hooks, Radio Specialist.

ATLANTA: Western Union Bldg.; Harry Carr, Regional Chief.

NEW YORK: 150 Broadway; Millard Faught, Regional Chief; Donald G. Lerch, Assoc. Radio Specialist.

SAN FRANCISCO: 821 Market St. E.; H. Spoor, Regional Chief.

DENVER: Room 420, 1536 Walton St.; A. M. Trachman, Regional Chief.

DALLAS: 425 Wilson Bldg.; Meno Schoenbach, Regional Chief.

DES MOINES: 700 Old Colony Bldg.; Joe M. Graham, Acting Regional Chief.

FUNCTIONS AND ACTIVITIES

The function of this Government agency is the preparation and presentation of broadcasts and broadcast material for use on network, regional and local programs; programs are prepared and presented on grades and standards, on School Lunch, School Milk programs, Stamp Plan, and all phases of Lend-Lease activities in connection with foods; issues "Radio Roundup on Food", a weekly backgrounds bulletin for Home Economist Editors at radio stations. In addition, this Section supervises remote control programs devoted to market news presented over more than 25 stations, and broadcasts information to homemakers presented over 75 stations; and is providing market reports direct to radio stations and through press associations covering leading markets for all important crops and livestock.

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American Assn. of Adv. Agencies (AAAA)

420 Lexington Ave., New York, N. Y.
LExington 2-7980

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FUNCTIONS

The American Association of Advertising Agencies was formed in 1917 by the amalgamation of the New England, New York, Philadelphia, Southern and Western Advertising Agency Associations—to promote the interests and raise the standards of advertising and of the advertising agency business.

It welcomes to membership any advertising agency qualified to aid in this purpose by reason of its ability to serve the cause of advertising, its financial soundness and its demonstrated desire to adhere to sound and ethical business practices.

The aims of the Association are partly ethical and partly economic. It is a professional body and also a trade association. It aims to raise standards, to improve technique, to ascertain values, to safeguard relations, and to cooperate with other organized effort in related fields.

One of the major aims of the Association is to keep advertising agency practice on a high level, in order that it may be most useful to the advertiser, most helpful to the publisher and respected by business men.

Early in its career the Association adopted for the guidance of its members two official statements. One is entitled "Agency Service Standards," in which agency service is defined, so that advertisers and publishers may know what to expect and agencies may know what should be required of them, thus discouraging the incompetent and encouraging those equipped to render effective service.

The other statement, entitled "Standards of Practice," deals with agency relations with media, clients and the public, with fair and ethical agency competition, and other professional ethics.

American Bar Association (Standing Committee on Communications)

Office of the Chairman: 921 Tower Bldg.
Washington, D. C.
Phone DIstrict 2141

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FUNCTIONS

The Committee is authorized to consider and report on all questions pertaining to laws and treaties governing the transmission of intelligence through the application of electrical energy or other use of electricity, whether by wire or wireless.

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American Communications Association (C. I. O.)

10 Bridge St., New York, N. Y.
BOwling Green 9-3005

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NAtional 5691

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FUNCTIONS

This Council's purpose is to advance American education through comprehensive voluntary, cooperative action on the part of educational associations, organizations and institutions, through the promotion, initiation and administration of systematic studies, cooperative experiments, and conferences.

•

American Federation of Musicians

1450 Broadway, New York, N. Y.
PEnnsylvania 6-2545

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American Federation of Radio Artists (AFRA)

2 West 45th St., New York, N. Y.
VAnderbilt 6-1810

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St. Louis Local—4317 Lindell Blvd., St. Louis, Mo.

Miami Local—Box 85, Miami, Fla.

Denver Local—4231 West 32nd St., Denver, Colo.

Racine Local—804 Hamilton St., Racine, Wisc.

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Washington Local—P. O. Box No. 269, Washington, D. C.

Portland Local—P. O. Box No. 263, Portland, Ore.

Dallas Local—P. O. Box 2181, Dallas, Texas.

Other locals located in Des Moines, Ia.; Philadelphia, Pa.; Pittsburgh, Pa.; Schenectady, N. Y.; Boston, Mass.; Birmingham, Ala.; Shreveport, La.; Charlotte, N. C.; Rochester, N. Y.; Baltimore, Md.; San Diego, Calif.; Fresno, Calif.; Lawrence, Mass.; Grand Rapids, Mich.

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American Guild of Musical Artists, Inc. (A. F. L.)

2 West 45th St., New York, N. Y.
MUrray Hill 2-5644

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BRANCH OFFICES

Hollywood: 7046 Hollywood Blvd.—Phone, Hollywood 7311· Chicago: 540 N. Michigan Blvd.—Phone, Superior 6517.

FUNCTIONS

AGMA is a union whose purpose is to bargain collectively on behalf of its members and to deal with employers, contractors, managers, impresarios, agents and others whose activities aect its members. AGMA is a branch of the AAAA and is a sister union of the American Federation of Radio Artists.

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American Marketing Association

Address individual officers

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FUNCTIONS

American Marketing Association is an organization for the study of marketing research.

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370 Lexington Ave., New York, N. Y.
CAledonia 5-2000

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FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

•

American Radio Relay League, Inc.

38 LaSalle Road, West Hartford, Conn.
Hartford 3-6269

OFFICERS

President.....George W. Bailey
Vice-President.....Charles E. Blalack
Managing Secretary.....Keneth B. Warner
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Acting Communications Manager.....George Hart

FUNCTIONS

The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communication and experimentation, for the relaying of messages by radio, for the advancement of the radio art and of the public welfare, for the representation of the amateur in legislative matters, and for the maintenance of fraternalism and a high standard of conduct. The League publishes QST, a publication devoted solely to amateur radio, issued monthly. It also publishes The Radio Amateur's Handbook annually and other publications.

•

American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York, N. Y.
COlumbus 5-7464

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Supervisor.....John C. Wooden

Southern District
607-11 First National Bldg., Atlanta, Ga.
Supervisor.....I. T. Cohen

Eastern District
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Supervisor.....F. C. Erdman

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H. A. Levinson, Room 422, 111 Sutter Bldg., San Francisco, Calif.

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Richard I. Davis, 1907 Continental Bldg., 3615 Olive St., St. Louis, Mo.
E. A. Sherwood, 1515 Midland Bldg., 101 Prospect Ave., N. W., Cleveland, Ohio.
E. W. Peterson, 912 Northwestern Bank Bldg., Minneapolis, Minn.
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Southern

Stanley Shepard, 603 Hibernia Bank Bldg., New Orleans, La.
Samuel Feldman, 3910-11 Carew Tower, Cincinnati, Ohio.
P. O. Alexander, 1613-14 Tower Petroleum Bldg., 1903 Elm St., Dallas, Texas.
I. E. Pittle, 503 Liberty Life Bldg., Charlotte, N. C.
David Nelson, 607 First National Bank Bldg., Atlanta, Ga.

Eastern

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H. A. Brown, 1638 Lincoln Liberty Bldg., Philadelphia, Pa.
William J. O'Brien, 509 Grant Bldg., Pittsburgh Pa.
Lawrence B. Schlums, 1140 Lincoln Alliance Bldg., Rochester, N. Y.
Aaron Kane, National Newark Bldg., 744 Broad St., Newark, N. J.

FUNCTIONS

ASCAP licenses public performance for profit of music copyrighted by its members and the members of many similar societies located in foreign countries.

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American Standards Association's War Committee on Replacement Parts for Civilian Radio

29 West 39th St., New York, N. Y.
Phone, Pennsylvania 6-7284

MEMBERS

O. H. Caldwell, Radio Retailing Today, Chairman; John Borst, John F. Rider, Publisher, Inc.; M. M. Brandon, Underwriters' Laboratories; J. D. Filgate, Hazeltine Service Corp.; Earl A. Graham, OPA; Frank A. McIntosh, Radio Branch, WPB; Samuel Weisbroth, WPB, Alternate; G. Montjoy, RCA License Laboratories; M. J. Schinke, Stewart-Warner Corp.; P. R. Butler, General Electric Co., Alternate; K. S. Geiges, WPB; Dr. P. G. Agnew, American Standards Association; S. L. Chertog, American Standards Association, Secretary.

FUNCTIONS

This committee was organized at the request of the Office of Price Administration and War Production Board to undertake a program of standardization and simplification of radio replacement parts.

•

American Television Society

Headquarters: 1140 Broadway, New York, N. Y.
CAledonia 5-7430
Meeting Place: Hotel Woodstock, New York, N. Y.

OFFICERS

President.....Norman D. Waters
Vice-President.....Don McClure
Treasurer.....Robert Champlain
Secretary.....Kay Reynolds

DIRECTORS

David O. Alber, Halsey V. Barrett, William Caro, Don McClure, Robert Champlain, Olga Lee, Kay Reynolds, George Wallace, Norman D. Waters.

COMMITTEES

Defense: I. A. Hirschmann, Chairman
Production: Thomas H. Hutchinson, Chairman
Script: Don McClure, Chairman
Talent: Olga Lee, Chairman
Motion Pictures: S. S. Liggett, Chairman
Research: C. Matthew Dessner, Chairman
Library: Charles H. Whitebrook, Chairman
Education: J. Raymond Hutchinson, Chairman
Publications: George Wallace, Chairman
Public Relations: David O. Alber, Chairman
Social: Vivian Fletcher, Chairman
Membership: Halsey V. Barrett

FUNCTIONS

American Television Society is a non-profit society organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

•

Associated Actors and Artistes of America

45 West 47th St., New York, N. Y.
Phone: BRyant 9-3550

OFFICERS

President-Executive Director.....Frank Gillmore
Executive Secretary.....Paul Dullzell
1st Vice-President.....Jean Greenfield
2nd Vice-President.....Kenneth Thomson
Treasurer.....Ruth Richmond
Counsel.....Paul N. Turner

FUNCTIONS

Associated Actors and Artistes of America, generally known as the Four A's, holds the international charter from American Federation of Labor covering theatrical entertainers. Actors' Equity, American Federation of Radio Artistes, Screen Actors Guild, Chorus Equity, American Guild of Variety Artists, American Guild of Musical Artists, etc., are granted charters via Four A's.

•

International Brotherhood of Electrical Workers

1200 Fifteenth St., N.W., Washington, D. C.
District 3764

OFFICERS

International President.....Ed J. Brown
International Secretary.....G. M. Bugniazet

FUNCTIONS

The International Brotherhood of Electrical Workers is an affiliate of the American Federation of Labor having jurisdiction over radio operators, technicians, and engineers in radio broadcasting. Local Unions of radio broadcast technicians are now established in 56 cities in the United States, and approximately 300 standard commercial broadcast stations have agreements with IBEW.

Association for Education By Radio

228 N. La Salle St., Chicago, Ill.
Dearborn 7801

OFFICERS

President.....Major Harold W. Kent
First Vice-President.....William D. Boutwell
Second Vice-President.....I. Keith Tyler
Treasurer.....Robert L. Hudson
Secretary.....Elizabeth Goudy

COMMITTEE CHAIRMEN

Kay Lardie, Membership; Mike Hanna, College Broadcasting; Elizabeth Goudy, Publications; Ronnie Lowdermilk, Equipment; John Gunstream, Program; Erik Barnouw, Script; Dorothy Johnson, Business Education; Vanett Lawlor, Music; Gordon Hubbel, Consumer Education; Donald Cherry, Transcription; Holland Roberts, Research: Kathryn Matchett, High School Workshop; Muriel Greer, Television.

•

Assn. of Canadian Advertisers, Inc.

85 Richmond St., West, Toronto, Ont.
ADelaide 9774

OFFICERS

President.....P. K. Abramson
(The Borden Co., Ltd.)
Vice-President.....J. W. Moore
(Maple Leaf Milling Co., Ltd.)
Vice-President.....J. E. Mason
(Canada Dry Ginger Ale, Ltd.)
Vice-President.....R. L. Sperber
(Sterling Products, Ltd.)
Vice-President.....H. E. Stephenson
(Canada Starch Co., Ltd.)
Treasurer.....W. O. H. James
(The Dominion Bank)
Secretary-Manager.....Athol McQuarrie

DIRECTORS

D. E. Bankart, Northern Electric Co. Ltd.; George Bertram, Swift Canadian Co. Ltd.; Robert E. Jones, General Foods, Ltd.; L. E. Phenner, Canadian Cellucotton Products Co. Ltd.; Neil B. Powter, Howard Smith Paper Mills Ltd.; Syd R. Skelton, Goodyear Tire & Rubber Co. of Canada Ltd.; Lee Trenholm, Underwood Elliott Fisher Ltd.; A. Usher, RCA Victor Co. Ltd.; S. H. Young, Christie, Brown & Co. Ltd.

FUNCTIONS

This association was incorporated in March 1917. For 28 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

•

Assn. of National Advertisers, Inc.

330 West 42nd St., New York, N. Y.
BRyant 9-6330

OFFICERS

Chairman of Board.....Charles G. Mortimer, Jr.
(General Food Sales Corp.)
Vice-Chairman .....Carleton Healy
(Hiram Walker, Inc.)
Vice-Chairman.....C. C. Carr
(Aluminum Company of America)
President .....Paul B. West
Treasurer.....Robert B. Brown
(Bristol-Myers Co.)
Secretary .....G. S. McMillan

DIRECTORS

Robert V. Beucus, Andrew Jergens Co.; Albert Brown, The Best Foods, In.: Robert B. Brown, The Bristol-Myers Co.; A. O. Buckingham, Cluett, Peabody & Co.; Paul S. Ellison, Sylvania Electric Products, Inc.; W. A. Hart, E. I. du Pont de Nemours & Co.; M. H. Leister, Sun Oil Co.; J. P. Miller, Pet Milk Sales Co.; H. W. Roden, Harold H. Clapp, Inc.; H. M. Warren, National Carbon Co.

FUNCTIONS

The Association of National Advertisers is composed of the leading companies of the United States who use advertising. Its function is to represent them and further their interests as buyers of advertising.

•

Association of Radio News Analysts

100 E. 82nd St., New York, N. Y.
BUtterfield 8-5398

President.....H. V. Kaltenborn
Vice-President..... ... ..Raymond Gram Swing
Secretary-Treasurer.....Quincy Howe

FUNCTIONS

Membership consists of experienced news analysts devoting a major part of their time to radio work and not voicing their own commercials. The Association's function is to improve quality and standards of radio news analysts.

•

Association of Radio Transcription Producers of Hollywood, Inc.

Hollywood Blvd. at Cosmo, Hollywood, Calif.
HOllywood 3545

OFFICERS

President .....Gerald King
Secretary.....C. P. MacGregor
Treasurer .....J. Messer
General Counsel.....John J. Wilson

DIRECTORS

Gerald King C. P. MacGregor, A. Schrade.

FUNCTIONS

This organization is a cooperative trade association of companies active in the transcription business in Hollywood. Membership is composed of: Allied Phonograph & Record Co.; Radio Transcription Co. of America, Ltd.; C. P. MacGregor Sound Studios; Ray Morgan & Co.: Standard Radio; Field Bros.; Edward Sloman Productions, Ltd. Note: Association is inactive at the present time.

•

Australian Broadcasting Commission

264 Pitt St., Sydney, N. S. W., Australia
Phone M6991

Chairman.....William J. Cleary
Vice-Chairman.....Edward C. Rigby
Acting General Manager.....T. W. Bearup

FUNCTIONS

The Australian Broadcasting Commission provides the programs of the Australian National Broadcasting service which emanate from the National stations in each state. The transmitters are linked in a National network and a National Alternative network. The Commission is also responsible for Australian Short-Wave services and also publishes a journal. (Editor's Note: Inasmuch as wartime conditions make rapid communication impossible, changes may have taken place since this listing was received.)

•

Authors' Guild

6 E. 39th St., New York, N. Y.
Murray Hill 5-6930

OFFICERS

President.....Carl Carmer
Vice-President.....Manuel Komroff
Secretary.....Helen Hull

COUNCIL

Louis Adamic, Franklin P. Adams, Frederick Lewis Allen, Helen Christine Bennett, Van Wyck Brooks, Ben Lucien Burman, Elmer Davis, Bernard DeVoto, Mignon Eberhart, Walter D. Edmonds, Henry Pratt Fairchild, C. S. Forester, Maurice Hindus, Fannie Hurst, Inez Haynes Irwin, Will Irwin, Christopher La Farge, Lewis E. Lawes, Denis Tilden Lynch, Martha Ostenso, Frederick C. Painton, Henry F. Pringle, Carl Sandburg, Oscar Schisgall, Rex T. Stout, James Thurber, Margaret Widdemer, Thyra Samter Winslow, Arthur Leo Zagat.

Authors' League

6 E. 39th St., New York, N. Y.
MUrray Hill 5-6930

OFFICERS

President.....Howard Lindsay
Vice-President.....Henry F. Pringle
Secretary.....Kenneth Webb
Treasurer.....Arthur Schwartz

COUNCIL

Louis Adamic, Forrest Barnes, Stephen Vincent Benet, Irving Berlin, True Boardman, Elaine Sterne Carrington, Hector Chevigny, Marc Connelly, Norman L. Corwin, Russel Crouse, Elmer Davis, Merrill Denison, Paul Franklin, Frances Goodrich, Moss Hart, Philo Higley, Inez Haynes Irwin, Will Irwin, Sidney Kingsley, Fred Kress, John Howard Lawson, Denis Tilden Lynch, Albert Maltz, William Brown Meloney, Kenyon Nicholson, Nathaniel Peffer, Arthur Richman, Orin Tovrov, Oscar Schisgall, Lyman Beecher Stowe, A. E. Thomas, George Roosen, John Vandercook, Rita Weiman, Stanley Young.

FUNCTIONS

The Authors' League of America, Inc., is the national organization of authors, dramatists, screen writers and radio writers. It was organized in 1912 in order to procure adequate copyright legislation, both international and domestic; to protect the rights and property of all those who create copyrightable material of whatever kind or nature; to advise and assist all such in business matters relating to the disposal of their productions and to obtain for them prompt remuneration therefor; to disseminate information among them as to their just rights and remedies. Its membership is approximately 4,200.

•

BMI Canada, Ltd.

2100 Victory Bldg., Toronto, Ont.
Elgin 5623

OFFICERS

President.....Neville Miller
Vice-President.....M. E. Tompkins
Vice-President.....Harry Sedgwick
Vice-President.....Joseph Sedgwick
Vice-President.....Glen Bannerman
Secretary-Treasurer.....T. Arthur Evans

FUNCTIONS

BMI Canada, Ltd., was organized to buy and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated publishers and performing right societies and to provide equal opportunity of recognition for all writers and composers.

•

Board of War Communications

Chairman's Office: c-o Federal Communications Commission, Washington, D. C.

PERSONNEL

James Lawrence Fly, Chairman, Federal Communications Commission; Major General Dawson Olmstead, Chief Signal Officer, of U. S. Army; Captain Carl F. Holden, Director of Naval Communications; Breckenridge Long, Assistant Secretary of State in charge of the Division of International Communications; Herbert E. Gaston, Assistant Secretary of Treasury in charge of reasury Enforcement Activities; Commander R. J. Mauerman, U. S. Coast Guard.

COMMITTEES

Alternates: E. K. Jett, Chief Engineer, Federal Communications Commission: Brigadier General Frank E. Stoner, Chief, Army Communications Branch; Captain Thomas B. Inglis, Assistant Director of Naval Communications; Francis C. de Wolf, Principal Divisional Assistant of the Division of International Communications; Captain E. M. Webster, Chief of Communications of the U. S. Coast Guard.

Coordinating: E. K. Jett, Chief Engineer of the Federal Communication Commission, Chairman; Francis C. De Wolf, Department of State; Major W. T. Guest, Department of War; Lt. Commander Franz O. Willenbucher, Department of Navy; Captain E. M. Webster, Chief of Communications, U. S. Coast Guard.

Law: Charles R. Denny, General Counsel of Federal Communications Commission, Chairman; Colonel Conrad E. Snow, Chief, Legal Branch, Office of the Chief Signal Officer, Department of War; John E. Shea, Department of Treasury; Commander Franz O. Willenbucher, Department of Navy; Raymund T. Yingling, Department of State.

Labor Advisory: Robert J. Watt, Chairman; Paul E. Griffith, Secretary.

Industry Advisory: Walter S. Gifford, Chairman; Dr. C. B. Jolliffe, Secretary.

Priorities Planning: Lt. Colonel Lyle D. Wise, Chairman; George J. Dempsey, Secretary.

Amateur Radio: George W. Bailey, Chairman; E. M. Webster, Secretary.

Aviation Communications: R. O. Smith, Chairman; Ford Studebaker, Secretary.

Cable: C. Mills, Chairman; Benedict P. Cottone, Secretary.

Domestic Broadcasting: Neville Miller, Chairman; A. D. Ring, Secretary.

Interdepartment Radio Advisory: Dr. P. H. Dellinger, Chairman; Commisioner T. A. M. Craven, Vice Chairman; P. F. Siling, Secretary; L. R. Brady, Assistant Secretary.

International Broadcasting: Walter C. Evans, Chairman; P. F. Siling, Secretary.

Radiocommunications: E. M. Webster, Chairman; F. M. Ryan, Secretary.

Communications Liaison for Civilian Defense: Wm. N. Krebs, Chairman; Herbert A. Friede, Secretary.

Priorities Liaison: Lt. Commander R. H. Griffin, Chairman; Gerald C. Gross, Secretary.

Telegraph: E. R. Shute, Chairman; Wm. J. Norfleet, Secretary.

Telephone: Z. Z. Hugus, Chairman; Clyde S. Bailey, Secretary.

State and Municipal Facilities: Captain Donald S. Leonard, Chairman: G. E. Nielson, Secretary.

•

Broadcast Music, Inc. (BMI)

580 Fifth Ave., New York, N. Y.
PEnnsylvania 6-5466

OFFICERS

President.....Neville Miller
Vice-President-General Manager.....M. E. Tompkins
Vice-President-General Counsel.....Sydney M. Kaye
Vice-President.....Carl Haverlin
Treasurer.....C. E. Lawrence

DIRECTORS

Neville Miller, National Association of Broadcasters; Walter Damm, WTMJ; John Elmer, WCBM; Frank K. White, Columbia Broadcasting System; William Hedges, National Broadcasting Co.; Paul Morency, WTIC; Leonard Kapner, WCAE.

BRANCH OFFICES

1549 North Vine St., Hollywood, Calif.
Executive-in-Charge.....Harry Engel

54 West Randolph St., Chicago, Ill.
Executive-in-Charge.....James Cairns

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

•

Canadian Assn. of Broadcasters

2100 Victory Bldg., Toronto, Ont.
Canada
Elgin 5623

OFFICERS

President-General Manager.....Glen Bannerman
Chairman of the Board.....Harry Sedgwick
Vice-Chairman of the Board.....George C. Chandler
General Counsel.....Joseph Sedgwick
Secretary-Treasurer.....T. Arthur Evans

DIRECTORS

Harry Sedgwick, CFRB, Toronto; J. N. Thivierge, CHRC, Quebec; E. T. Sandell, CKTB, St. Catharines; George Chandler, CJOR, Vancouver; J. W. B. Browne, CKOV, Kelowna; J. A. Cooke, CKGB, Timmins· Phil LaLonde, CKAC, Montreal; A. A. Murphy, CFQC, Saskatoon; N. Nathanson, CJCB, Sydney; K. S. Rogers, CFCY, Charlottetown; H. R. Carson, CFAC, Calgary.

FUNCTIONS

The Canadian Association of Broadcasters is a trade association comprising 62 privately owned radio stations.

•

Canadian Performing Right Soc., Ltd.

1003 Royal Bank Bldg., Toronto, Canada

OFFICERS

President-Managing Director...H. T. Jamieson, F.C.A.

BOARD OF DIRECTORS

Gene Buck, Louis Bernstein, John G. Paine, Ralph Hawkes, Holmes Maddock, H. T. Jamieson.

FUNCTIONS

This organization was formed for the protection of Canadian performing rights and the licensing of public performance of music.

•

Catholic Actors Guild of America, Inc.

Hotel Astor, New York, N. Y.
CIrcle 6-5566

OFFICERS

President.....Gene Buck
Vice-President.....Hugh O'Connell
Honorary Vice-Presidents:
Bing Crosby, Dan Healy, Pat O'Brien, Donald Brian
Chaplain-Treasurer.....Rev. John F. White
Recording Secretary.....Don Gautier
Counsel .....Hon. Alfred J. Talley
Historian.....Lida Kane
Executive Secretary .....George Buck
Chairman of Executive Board.....John A. Bado
Social Secretary (Theatrical).....Jane Hoy
Social Secretary (Non-Theatrical)
Mrs. Cornelius J. Gallagher

FUNCTIONS

The Catholic Actors Guild is a charitable, benevolent and social organization for the people of the theatre, screen and radio, non-sectarian in scope.

•

Catholic Writers Guild of America

128 W. 71st St., New York, N. Y.
ENdicott 2-0412

OFFICERS

President.....Joseph Avery Durkin
1st Vice-President.....Edwin P. Kilroe
2nd Vice-President.....Richard Reid
3rd Vice-President.....Charles Moran
Treasurer.....Clarence E. Heller
Financial Secretary.....Eleanor M. Tucker
Corresponding Secretary.....Bernadette A. Forrest
Counsel.....Henry N. Steinert
Spiritual Director .....Rev. John B. Kelly
Honorary President..Most Rev. Francis Joseph Spellman

BOARD OF GOVERNORS

Thomas E. Woodlock, Very Rev. Fulton J. Sheen, Eugene A. Colligan, Victor Ridder, Elizabeth Jordan, James O'Shaughnessy, Kathleen Norris, Rev. Hugh Morley, Katherine Edgerly, Margaret Marshall, Nick Kenny, Mrs. Philip Brennan, Nicholas Farley, Kenton Kilmer.

Clear Channel Broadcasting Service

919 Shoreman Bldg., Washington, D. C.
REpublic 3306

OFFICERS

Chairman.....Edwin W. Craig
Director.....Allan B. Miller
Treasurer.....Harold Hough
Counsel.....Louis G. Caldwell

FUNCTIONS

The function of the Clear Channel Broadcasting Service is to foster the interests of independently-owned clear channel standard broadcast stations in matters of engineering allocation, national and international, to the end of preserving and improving radio reception to rural and sparsely settled areas and to cities and towns having no stations of their own.

•

Committee on Consumer Relations In Advertising, Inc.

420 Lexington Ave., New York, N. Y.
MUrray Hill 5-7367

OFFICERS

Chairman.....John Benson
Executive Director.....Kenneth Dameron

FUNCTIONS

This committee engages in research in the economics of advertising and the economics of consumption; provides a meeting place where consumers and advertisers can discuss mutual problems; provides consultation service for advertising agencies and other interested in management problems arising from consumer movements.

•

The Dramatists' Guild

6 E. 39th St., New York, N. Y.
MUrray Hill 5-6930

OFFICERS

President .....Elmer Rice
Vice-President .....George S. Kaufman
Secretary .....Richard Rodgers

COUNCIL

George Abbott, Robert Ardrey, Philip Barry, Clare Boothe, Edward Childs Carpenter, Patricia Collin, Marc Connelly, Rachel Crothers, Russel Crouse, Owen Davis, Howard Dietz, Philip Dunning, Dorothy Fields, Rose Franken, Frances Goodrich, Paul Green, Lorenz Hart, Lillian Hellman, Arthur Kober, Melvin Levy, Howard Lindsay, Eugene O'Neill, Arthur Richman, Arthur Schwartz, Robert E. Sherwood, George Sklar, Lulu Vollmer, Kurt Weill, Victor Wolfson.

FUNCTIONS

The Dramatists' Guild is one of the guilds of the Authors' League of America, Inc. The guild is primarily a protective organization for playwrights.

•

Federal Radio Education Committee (FREC)

Room 3355 South Interior Bldg., Washington, D. C.
REpublic 1820, Extension 2280

OFFICERS

Chairman.....J. W. Studebaker
Vice-Chairman.....C. F. Klinefelter
Secretary-Editor.....Gertrude G. Broderick
Assistant to the Chairman.....W. D. Boutwell
Director, Script & Transcription Exchange,
R. R. Lowdermilk

EXECUTIVE COMMITTEE

John W. Studebaker, U. S. Commissioner of Education; George P. Adair, Federal Communications Commission; Lyman Bryson, Columbia Broadcasting System; John Elmer, Baltimore Broadcasting Corp.; Willard E. Givens, National Education Assn.; Rev. George Johnson, National Catholic Welfare Conference; Harold B. McCarty, Station WHA; Neville Miller, National Association of Broadcasters; Levering Tyson, Muhlenberg College; Judith C. Waller, National Broadcasting Co.

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcasters, on one hand, and the educations, on the other, would combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Publications to date include Script Exchange Catalog, Forums on the Air, College Radio Workshop, The School Radio Sound System, Glossary of Radio Terms, "Americans All—Immigrants All," a supplementary teaching aid in the use of recordings of program series of the same name, the FREC Service Bulletin, and many others.

•

Federal Trade Commission

Constitution Ave. at 6th St., N.W., Washington, D.C.
NAtional 8206

PERSONNEL

Chairman.....Garland S. Ferguson
Commissioner.....Charles H. March
Commissioner.....Ewin L. Davis
Commissioner.....William A. Ayres
Commissioner.....Robert E. Freer
Secretary.....Otis B. Johnson
Chief Counsel.....Wm. T. Kelley
Chief Examiner.....James A. Horton
Chief Economist.....Col. William H. England
Director, Radio & Periodical Division..P. B. Morehouse
Assistant Director, Radio & Periodical Division
William F. Davidson

FUNCTIONS

The Federal Trade Commission is a Governmental agency whose object is to prevent unfair methods of competition and unfair and deceptive acts and practices in commerce. For a description of the actual procedure and work of this body see articles appearing in other sections of this volume.

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Financial Advertisers Association

231 S. La Salle St., Chicago, Ill.
State 5547

OFFICERS

President.....L. E. Bownsend
(Bank of America)
First Vice-President.....Lewis F. Gordon
(Citizens & Southern National Bank)
Second Vice-President.....J. Lewell Lafferty
(Fort Worth National Bank)
Third Vice-President.....Dale Brown
(National City Bank)
Treasurer.....Fred W. Mathison
(National Security Bank)
Executive Vice-President.....Preston E. Reed

•

Federal Communications Bar Assn.

National Press Bldg., Washington, D. C.

OFFICERS

President.....Eugene O. Sykes
First Vice-President.....Paul M. Segal
Second Vice-President.....Eliot C. Lovett
Secretary.....Reed T. Rollo
Treasurer.....John M. Littlepage

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a monthly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

•

Federal Council of the Churches of Christ in America, Department of National Religious Radio

297 Fourth Ave., New York, N. Y.
GRamercy 5-3475

OFFICERS

Executive Secretary .....Frank C. Goodman
Assistant Executive ....Ethel A. Rich
Secretary .....Wesley B. Goodman

FUNCTIONS

The Department of National Religious Radio was organized in 1923 to promote the effective use of broadcasting in the field of religion. With a membership including representatives of the major protestant groups, the organization arranges and produces eight non-sectarian religious radio programs each week, as well as special programs, over national networks.

•

First Advertising Agency Group

734 Union Commerce Bldg., Cleveland, Ohio
Main 5194

OFFICERS

President.....Lee E. Donnelley
Vice-President.....Norman Lewis
Secretary-Treasurer.....Melvin F. Hall

BRANCH OFFICES

Membership in this organization includes advertising agencies in the following cities: Albany, N. Y.; Buffalo, N. Y.; Cincinnati, Ohio; Cleveland, Ohio; Des Moines, Iowa; Detroit, Mich.; Jacksonville, Fla.; Los Angeles, Calif.; Nashville, Tenn.; New York, N. Y.; Oakland, Calif.; Philadelphia, Pa.; Pittsburgh, Pa.; Richmond, Va.; San Francisco, Calif.; Salt Lake City, Utah; St. Louis, Mo.

FUNCTIONS

This organization is a cooperative group of independently owned advertising agencies using identical standards of agency procedure and acting as branch offices in the interest of each member.

•

F M Broadcasters, Inc. (FMBI)

Office of the President: 333 W. State St., Milwaukee, Wis.
Office of the Secretary-Treasurer: 21 Brookline Ave., Boston, Mass.

OFFICERS

President .....Walter J. Damm
Vice-President .....Theodore C. Streibert
Secretary-Treasurer .....Robert T. Bartley

DIRECTORS

John Shepard, 3rd, John V. L. Hogan, Paul W. Morency, Carl Meyers, Ray H. Manson, Jack deWitt, Jr., Franklin M. Doolittle, Walter J. Damm, Theodore C. Streibert.

FUNCTIONS

FMBI is a non-profit association of FM boosters founded to see that frequency modulation advances in a coordinated logical manner; to guarantee that its interests are furthered and protected and to represent the FM industry in Washington; to provide an advisory service for its membership stations; too offer liaison between broadcasters and manufacturers interpreting the problems of each; to conduct a program of promotion and publicity aimed at stimulating public interest, and to provide a competent and accurate service for the truthful dissemination of information concerning FM. Membership includes individuals and companies who have an FM station, a construction permit or an application on file with the FCC for one.

•

Georgia Association of Broadcasters

C/o Radio Station WMAZ, Macon, Ga.
Phone 3131

OFFICERS

President .....“Red” Cross
(WMAZ, Macon)
Vice-President .....Ray Ringson
(WRDW, Augusta)
Secretary-Treasurer .....Allie V. Williams
(WMAZ, Macon)

DIRECTORS

E. K. Cargill, WMAZ, Macon: Jack Williams, WAYX, Waycross; Leonard Reinsch, WSB, Atlanta.

FUNCTIONS

The Georgia Association of Broadcasters is a regional trade association of 19 Georgia broadcasting stations.

•

Hollywood Radio Producers Club

614 Equitable Building
Hollywood, Calif.

OFFICERS

President ..... Carroll O'Meara
Secretary-Treasurer ..... John Swallow
Chaplain ..... Murray Bolen
Sergeant-at-Arms ..... Captain Charles Vanda, Captain Tom McKnight

FUNCTIONS

This organization of active producers of TC shows and executives of networks and advertising agencies hold regular luncheon meetings to foster good fellowship.

•

Hollywood Victory Committee For Stage, Screen and Radio

5504 Hollywood Blvd., Hollywood, Calif.
Phone, GL-6111

OFFICERS

Chairman ..... Fred W. Beetson
Vice-Chairman ..... Kenneth Thomson
Treasurer ..... Bert Allenberg
Secretary ..... Jock Lawrence
Assistant Secretary ..... Howard Strickling
Chairman of Hollywood Talent Committee Charles K. Feldman
Chairman of Actors' Committee ..... Clark Gable

REPRESENTATIVES

Actors Equity Association ..... I. B. Kornblum
American Federation of Radio Artists..True Boardman
Artists-Managers Guild Bert Allenberg, Charles K. Feldman

FUNCTIONS

This committee was formed as a means of coordinating the requests for "free talent" and as a means of offering protection to the actors, the studios and the radio networks in Hollywood, so far as authentication of requests is concerned, and so far as accurate check as to the officialdom of the sources of requests for "free talent." This body is charged with the approval or rejection of all requests for "free talent" in Hollywood. All requests for "free talent" whether to studios, organizations of individual stars, are to be referred to this committee for action.

A sub-committee, the Hollywood Talent Committee, is charged, after the main committee has approved a request officially, with the coordination of the various industry elements involved in fulfilling the request.

•

Institute of Radio Engineers, Inc.

330 West 42nd St., New York, N. Y.
MEdallion 3-5661

OFFICERS

President ..... Dr. L. P. Wheeler
Secretary ..... Harold P. Westman

FUNCTIONS

The Institute of Radio Engineers is a professional organization of engineers in radio and allied fields. It publishes a magazine entitled "Proceeding of the I. R. E." and conducts meetings in New York and various other cities in the United States, Canada, and Argentina.

•

Intercollegiate Broadcasting System, Inc.

507 Fifth Ave., New York, N. Y.
VAnderbilt 6-6075

OFFICERS

President ..... George Abraham
Technical Manager ..... David W. Borst
Business Manager ..... Louis M. Bloch
Secretary ..... Naomi Ross Fine

BRANCH OFFICE

Sacandaga Road, Schenectady, N. Y.
Technical Manager ..... David W. Borst

FUNCTIONS

Intercollegiate Broadcasting system is a non-profit association of college campus radio stations and has as its purpose the furtherance of education, entertainment and goodwill among its members. The IBS maintains for the benefit of its members program, business and technical departments. Member stations include the following: University of Alabama, Antioch College, Brown University, Barnard College, Columbia University, University of Connecticut, Cornell University, Georgetown University, Hamilton College, Harvard University, Haverford College, Knox College, University of Maryland, Massachusetts State College, Ohio University, Ohio State University, Pembroke College, Princeton University, Rhode Island State College, St. Edwards University, Swarthmore College, Union College, Wellesley College, Wesleyan University, Williams College, and Yale University.

•

Interdepartment Radio Advisory Committee (IRAC)

Chairman's Office: Federal Communications Commission, Washington, D. C.

OFFICERS

Chairman ..... Dr. J. H. Dellinger
Vice-Chairman ..... T. A. M. Craven
Secretary ..... P. F. Siling
Assistant Secretary ..... L. R. Brady

MEMBERS

Department of Agriculture ..... E. W. Loveridge
Department of Commerce ..... Dr. J. H. Dellinger
Federal Communications Commission..T. A. M. Craven
Department of Interior ..... S. L. Windes
Department of Justice ..... T. D. Quinn
Maritime Commission ..... D. S. Brierly
Department of Navy ..... Lt. Comdr. Paul D. Miles
Post Office Department ..... Roy M. Martin
Department of State ..... Thomas Burke
Department of Treasury ..... Capt. E. M. Webster
Department of War ..... Lt. Col. A. G. Simson

ALTERNATE MEMBERS

Department of Agriculture ..... C. C. Averill
Department of Commerce ..... L. H. Simson
Federal Communications Commission..... P. F. Siling
Post Office Department ..... Charles M. Knoble
Department of Justice ..... H. J. Walls
Department of State ..... Francis C. de Wolf
Department of Treasury... Commander C. H. Peterson
Department of War ..... Major William E. Plummer

FUNCTIONS

This committee, composed of representative officials from the various government departments and agencies is charged with advising the President in regard to the assignment of frequencies to government station or classes of station. Little of the committee's work is divulged for public information because of its nature (e.g. National Defense), which is confidential.

•

International Short Wave Club

923 Vine Street, East Liverpool, Ohio
Phone, 3546-W

OFFICERS

President & Editor ..... Arthur J. Green
Board of Advisors ..... Joseph B. Sessions
Board of Advisors ..... Jacob N. Kleimans
Board of Advisors ..... Charles H. Schroeder
European Representative ..... Arthur E. Bear

BRANCH OFFICES

New York Chapter: Jacob N. Kleimans, Sec.; London (England) Chapter: Arthur E. Bear, Sec.; Manchester (England) Chapter; Officers to be elected monthly; Brighton (England) Chapter: John Bennett, Sec.; Guernsey (England) Chapter: F. S. LaPavoux, Sec.

(Note: The English Chapters have temporarily suspended operations.)

FUNCTIONS

The purpose of the organization is to gather information, helpful hints, station schedules, etc., and send this to members of the organization. The club has members in 141 countries and possessions that act as news reporters.

(Editor's Note: The International Short Wave Club has suspended activity for the duration.)

•

The Lambs

130 W. 44th St., New York, N. Y.
BRyant 9-8020

OFFICERS

Shepherd ..... Fred Waring
Boy ..... Raymond Peck
Corresponding Secretary ..... Bobby Clark
Recording Secretary ..... Jack Whiting
Treasurer ..... Ralph Trier
Librarian ..... John Golden
Assistant Secretary ..... T. H. Druitt

MEMBERS OF THE COUNCIL

Kenneth Webb, Martin Gillen, ames E. Meighan, Earl Benham, Edward C. Lilley, John McManus, Percy Moore, Edwin Burke, Dr. M. Sayle Taylor, M. D. Stauffer, William P. Adams, Hal Christensen, Walter N. Greaza, Thomas Jefferson Miley, Tex O'Rourke.

LIFE DIRECTORS: R. H. Burnside, A. O. Brown, Frank Crummit, William Gaxton.

•

Market Research Council

OFFICERS

President ..... Elmo Roper
(Elmo Roper)
Vice-President ..... D. B. Lucas
(New York University)
Secretary-Treasurer ..... Ray Robinson
(Crowell-Collier Publishing Co.)

EXECUTIVE COMMITTEE

Elmo Roper, D. B. Lucas, Ray Robinson, John L. Bogert, Will S. Johnson.

FUNCTIONS

This organization is a small informal group (limited membership) of leading market research men interested in general market research who meet monthly for a discussion of mutual problems.

•

Minnesota Radio Council

1001 Hennepin Ave., Minneapolis, Minn.
Phone, MA 2571

OFFICERS

President ..... Miss Ruth Rosholt
First Vice-President ..... Dr. Raymond J. Chadwick
Second Vice-President ..... Miss Katharine Kohler
Recording Secretary ..... Mrs. Arthur P. Peterson
Corresponding Secretary ..... Mrs. W. H. MacNeil
Treasurer ..... Miss Marguerite Breen

BRANCH OFFICES: Duluth, St. Cloud, Winona, Albert Lea.

FUNCTIONS

The Minnesota Radio Council aims to coordinate and cooperate with women's organizations, schools, religious groups and other educational institutions with radio programs. The Council plans to establish standards for the guidance of those concerned with the planning and production of radio programs; publicize approved radio shows; collect and distribute information concerning the reaction of listeners to all types of radio programs.

•

Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York, N. Y.
CIrcle 6-3084

OFFICERS

Chairman of the Board ..... Walter G. Douglas
President ..... Lester Santly
Vice-President ..... Jack Mills
Secretary ..... J. J. Bregman
Treasurer ..... Richard F. Murray
General Manager ..... Harry Fox

Nat'l Assn. of Broadcast Engineers

1509 N. Vine St., Hollywood, Calif.
GRanite 7273

OFFICERS

President ..... James H. Brown
Vice-President ..... Frank C. Schnepper
Secretary-Treasurer ..... Thor E. LaCroix

FUNCTIONS

The NABE is an independent national labor organization representing radio broadcasting engineers and technicians exclusively. Chapters are located throughout the country.

•

National Association of Broadcasters

Normandy Bldg., 1627 "K" Street, N. W.,
Washington, D. C.
National 2080

OFFICERS

President ..... Neville Miller
Assistant to President-Acting Secretary-Treasurer ..... C. E. Arney, Jr.
General Counsel ..... Russell P. Place
Director of Labor Relations ..... Joseph L. Miller
Director of Broadcast Advertising ..... Lewis H. Avery
Director of Research ..... Paul F. Peter
Director of Engineering ..... Howard S. Frazier
Director of Promotion ..... Arthur C. Stringer
Auditor ..... Everett E. Revercomb
Coodinator of Listener Activities ..... Mrs. Dorothy Lewis

BOARD OF DIRECTORS

District
1—Paul Morency, WTIC, Hartford, Conn.
2—Kolin Hager, WGY, Schenectady, N. Y.
Paul W. Kesten, CBS, New York, N. Y. (network director.)
3—Isaac D. Levy, WCAU, Philadelphia, Pa.
4—G. Richard Shafto, WIS, Columbia, S. C.
Frank M. Russell, Washington, D. C. (network director.)
Don S. Elias, WWNC, Asheville, N. C. (director-at-large)
5—Frank King, WMBR, Jacksonville, Fla.
James W. Woodruff, Jr., WRBL, Columbus, Ga. (director-at-large)
6—Hoyt B. Wooten, WREC, Memphis, Tenn.
Edwin W. Craig, WSM, Memphis, Tenn.
7—J. H. Ryan, WSPD, Toledo, Ohio
8—John E. Fetzer, WKZO, Kalamazoo, Mich.
9—Edgar L. Bill, WMBD, Peoria, Ill.
10—John J. Gillin, Jr., WOW, Omaha, Nebr.
J. O. Maland, Des Moines, Ia.
11—E. L. Hayek, KATE, Albert Lea, Minn.
12—William B. Way, KVOO, Tulsa, Okla.
Herbert Hollister, KANS, Wichita, Kans. (director-at-large)
13—Kern Tips, KPRC, Houston, Tex.
14—Ed Yocum, KGHL, Billings, Mont.
Eugene P. O'Fallon, KFEL, Denver, Colo. (director-at-large)
15—Arthur Westlund, KRE, Berkeley, Calif.
16—Calvin J. Smith, KFAC, Los Angeles, Calif.
17—Harry R. Spence, KXRO, Aberdeen, Wash.

EXECUTIVE COMMITTEE

Neville Miller, Paul W. Morency, James D. Shouse, Don S. Elias, John J. Gillin, Jr., John Elmer, O. L. Taylor.

•

National Assn. of Performing Artists

630 Fifth Ave., New York, N. Y.
CIrcle 7-8194

OFFICERS

President ..... James J. Walker
First Vice-President ..... Fred Waring
Vice-President ..... Meyer Davis
Vice-President ..... Paul Whiteman
Vice-President ..... Al Jolson
Secretary ..... Frank Crumit
Treasurer ..... Don Voorhees
General Counsel ..... Maurice J. Speiser

BOARD OF DIRECTORS

Fred Waring, Chairman; Connie Boswell, Noel Coward, Bing Crosby, Frank Crumit, Meyer Davis, Mary

Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Dick Powell, Fritz Reiner, Jacob Rosenberg, Fabien Sevitsky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, James J. Walker, Paul Whiteman, Victor Young, Efrem Zimbalist.

FUNCTIONS

The object of the Association is to protect the recordings of its members and the prevention of their unauthorized use primarily by broadcast stations, coin-operated machines, etc.

•

National Better Business Bureau, Inc.

405 Lexington Ave., New York, N. Y.
MUrray Hill 6-3535

OFFICERS

President.....R. P. Clayberger
Vice-President .....Phillips Wyman
Secretary.....Warren C. Agry
Treasurer.....John L. Anderson
General Manager.....Edward L. Greene

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperate with law enforcement agencies in this work.

•

Nat'l Assn. Educational Broadcasters

Exec. Secy., Radio Station WILL, Univ. of Illinois, Urbana, Illinois

OFFICERS

Acting President .....Gilbert D. Williams
(WBAA, West Lafayette, Ind.)
Treasurer .....W. I. Griffith
(WOI, Ames, Iowa)
Executive Secretary .....Frank Schooley
(WILL, Urbana, Illinois)

FUNCTIONS

To further the interests of educational broadcasting stations and educators broadcasting over commercial stations.

•

National Independent Broadcasters (NIB)

Chairman's Office: 730 Fifth Ave., New York, N. Y.
Washington Office: Edmonds Bldg., 917 Fifteenth St., N.W., Washington, D. C.
Phone, Republic 3607

OFFICERS

Chairman, Board of Directors.....Harold A. Lafount
President.....George B. Storer
Vice-President.....L. B. Wilson
Secretary-Treasurer.....Lloyd C. Thomas
General Counsel.....Andrew W. Bennett
Managing Director.....Edwin M. Spence

DIRECTORS

Harold A. Lafount, Chairman of the Board; Ralph L. Atlass, WJJD, Chicago, Ill.; S. A. Cisler, WGRC, Louisville, Ky.; Edward Codel, WPAT, Paterson, N. J.; E. B. Craney, KGIR, Butte, Mont.; A. J. Fletcher, WRAL, Raleigh, N. C.; Thompson Guernsey, WLBZ, Bangor, Me.; James F. Hopkins, WJBK, Detroit, Mich.; C. J. Lanphier, WEMP, Milwaukee, Wisc.; Martin L. Leich, WBOW, Terre Haute, Ind.; Ben Ludy, WIBW, Topeka, Kans.; Glenn Marshall, Jr., WFOY, St. Augustine, Fla.; E. C. Reineke, WDAY, Fargo, N. D.; L. M. Sepaugh, WSLI, Jackson, Miss.; Edwin M. Spence, WWDC, Washington, D. C.; George B. Storer, The Fort Industry Co.; Lloyd C. Thomas, KGFW, Kearney, Nebr.; Arthur Westlund, KRE, Berkeley, Calif.; L. B. Wilson, WCKY, Cincinnati, Ohio.

FUNCTIONS

This association was organized and is operated by independently owned and operated stations, as distinguished from national networks and stations owned or managed by national networks, to meet the need of special representation for such independently owned stations in handling the problems and activities peculiar to them as a group. All broadcast stations are eligible for membership except stations owned or managed by national networks.

•

National Industrial Advertisers Association, Inc.

100 E. Ohio St., Chicago, Ill.
Superior 8140

OFFICERS

President .....Herbert V. Mergready
(Magnus Chemical Co.)
Vice-President .....Robert J. Barbour
(Bakelite Corporation)
Vice-President .....Allan P. Colby
(National Supply Co.)
Vice-President .....Wilmer S. Cordes
(American Steel & Wire Co.)
Vice-President .....Jahn A. M. Galilee
(Canadian Westinghouse Co., Ltd.)
Vice-President .....Harry A. Keene
(Grinnell Company, Inc.)
Vice-President .....Frederic I. Lackens
(The Hays Corp.)
Vice-President .....Anthony Neher
(Century Electric Co.)
Vice-President .....H. S. Schuler
(Westinghouse Electric & Mfg. Co.)
Secretary-Treasurer .....Arnold Andrews
(Bucyrus-Erie Company)
Past President .....R. P. Dodds
(Truscon Steel Company)
Headquarters Secretary .....Mildred R. Webster

DIRECTORS

C. M. Buchanan, Van Sant, Dugdale & Co., Baltimore, Md.; M. J. Donahue, Anchor Post Fence Co., Baltimore, Md.; K. R. Sutherland, Sutherland-Abbott, Boston, Mass.; James H. Watson, S. D. Watson Co., Boston, Mass.; W. Lane Witt, Crane Co., Chicago, Ill.; Blaine G. Wiley, All-Steel-Equip Co., Aurora, Ill.; Wm. E. McFee, American Rolling Mill Co., Middletown, Ohio; Theodore Brown, Perry-Brown, Inc., Middletown, Ohio; Ernest C. Roberts, The Clark Controller Co., Cleveland, Ohio; C. B. Cook, The Ellwell-Parker Electric Co., Cleveland, Ohio; J. X. Farrar, The Jeffrey Mfg. Co., Columbus, Ohio; Charles E. Brown, Denison Engineering Co., Columbus, Ohio; Bruce Morse, Square D Co., Detroit, Mich.

John A. Marshall, Wolverine Tube Co., Detroit, Mich.; Harold A. Quinlan, Spencer W. Curtiss, Inc., Indianapolis, Ind.; J. A. Delo, Continental Steel Corp., Kokoma, Ind.; R. Calvert Haws, Western Precipitation Corp., Los Angeles, Calif.; Don Mack, Weber Showcase & Fixture Co., Los Angeles, Calif.; Frank W. Pensinger, Landis Tool Co., Waynesboro, Pa.; Terry Mitchell, Frick Co., Waynesboro, Pa.; Walter E. Schutz, Delta Manufacturing Co., Milwaukee, Wis.; E. J. Goes, Koehring Co., Milwaukee, Wis.

Lowell H. Swenson, Wm. Bros. Boiler & Mfg. Co., Minneapolis, Minn.; Roy H. Smallwood, Wm. H. Ziegler Co., Minneapolis, Minn.; A. P. Darcel, Crane, Ltd., Montreal, Canada; W. A. Bates, Steel Co. of Canada, Ltd., Montreal, Canada; John Coakley, Thomas A. Edison, Inc., West Orange, N. J.; Samuel E. Gold, Lignum-Vitae Corp., 96-100 Boyd Ave., Jersey City, N. J.; C. M. Neighbors, Babcock & Wilcox Co., New York, N. Y.; E. Scott Pattison, G. M. Basford Co., New York, N. Y.; A. O. Witt, Schramm, Inc., West Chester, Pa.; J. S. McCullough, Yale & Towne Mfg. Co., Philadelphia, Pa.; C. E. Herington, Meehanite Research Institute of America, Inc., Pittsburgh, Pa.; Harold S. Downing, Walker & Downing, Pittsburgh, Pa.

Walter A. Bowe, Carrier Corp., Syracuse, N. Y.; Wallace W. Lockwood, Taylor Instrument Companies, Richester, N. Y.; M.R. Crossman, Cramer-Krasselt Co., Milwaukee, Wis.; Walter Hagstrom, Mattison Machine Works, Rockford, Ill.; Gordon W. Monfort, Caterpillar Tractor Co., San Leandro, Calif.; W. H. Wilde, The McCarty Co., San Francisco, Calif.; Charles W. Bolan, Carter Carburetor Corp., St. Louis, Mo.; O. R. French, Oakleigh R. French & Associates,

St. Louis, Mo.; T. K. Almroth, Owen-Illinois Glass Co., Toledo, Ohio; Ben C. Gardner, The DeVilbiss Co., Toledo, Ohio.

L. B. Hicks, Canadian Electric Co., Ltd., Toronto, Canada; Donald McCrimmon, C. A. Dunham Co., Toronto, Canada; G. M. Fletcher, The Stanley Works, New Britain, Conn.; H. E. Merrill, General Electric Co., Bridgeport, Conn.; William S. Miller, The General Fireproofing Co., Youngstown, Ohio; A. M. Wearstler, Wearstler Advertising, Inc., Youngstown, Ohio; Fred B. Holcomb, National Automatic Tool Co., Richmond, Ind.; Alan A. Ballantyne, Novo Engine Co., Lansing, Mich.

FUNCTIONS

This organization is a trade association devoting its efforts exclusively to the advancement of industrial advertising and marketing technique and practice.

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Nat'l Television System Committee

PERSONNEL

Chairman.....Dr. W. R. G. Baker
(General Electric Co.)
Secretary.....Virgil M. Graham
(Sylvania Electric Products, Inc.)
Committeeman.....Dr. Ralph Bown
(Bell Telephone Labs., Inc.)
Committeeman.....Leonard H. Hole
Alternate.....Dr. P. C. Goldmark
(Columbia Broadcasting System, Inc.)
Committeeman.....Allen B. DuMont
Alternate.....Dr. T. T. Goldsmith
(Allen B. DuMont Laboratories, Inc.)
Committeeman.....B. R. Cummings
Alternate.....Madison Cawein
(Farnsworth Television & Radio Corp.)
Committeeman.....Dr. E. F. W. Alexanderson
Alternate.....I. J. Kaar
(General Electric Co.)
Committeeman.....Daniel E. Harnett
Alternate.....W. A. MacDonald
(Hazeltine Service Corporation)
Committeeman.....Albert I. Lodwick
Alternate.....A. F. Murray
(Hughes Tool Company)
Committeeman.....Dr. Alfred N. Goldsmith
Alternate.....H. A. Wheeler
(Institute of Radio Engineers)
Committeeman.....J. V. L. Hogan
Alternate.....L. C. Smeby
(National Association of Broadcasters)
Committeeman.....David B. Smith
Alternate.....F. J. Bingley
(Philco Corporation)
Committeeman.....Dr. R. H. Manson
Alternate.....Dr. G. R. Town
(Stromberg-Carlson Telephone Mfg. Co.)
Committeeman.....Paul Raibourn
(Television Productions, Inc.)
Committeeman.....John R. Howland
Alternate.....J. E. Brown
(Zenith Radio Corporation)
Committeeman.....E. W. Engstrom
Alternate.....Dr. C. B. Jolliffe
(RCA Manufacturing Co.)
Committeeman.....D. G. Little
(Westinghouse Elec. & Mfg. Co.)

COMMITTEE CHAIRMEN

Committee on Synchronization.....D. B. Smith
Committee on Color Television.....Dr. P. C. Goldmark
Committee on Monitoring.....Dr. T. T. Goldsmith, Jr.
Committee on Visual Sideband.....C. A. Priest

•

National Variety Artists, Inc.

225 W. 46th St., New York, N. Y.
COlumbus 5-2638

OFFICERS

President.....Louis Hardin
First Vice-President.....Joe Verdi
Second Vice-President.....Lester Rose
Treasurer.....Frank O'Connell
Recording Secretary.....Rosa Crouch

DIRECTORS

Charles Preston, Juliet Heath, Joe Ross, George Crowley, Leon E. Bendon, Vic Christie, Bert Spencer, Joe Woods, Wilbur Hold

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

•

Nebraska Broadcasters Association

Secretary's Office: c/o WJAG, Norfolk, Nebr.
Phone: 432

OFFICERS

President.....Jud Woods
(KFOR, Lincoln)
Vice-President.....L. L. Hilliard
(KGKY, Scottsbluff)
Secretary-Treasurer.....Art Thomas
(WJAG, Norfolk)

DIRECTORS

W. I. LeBarron, KGNF, North Platte; Vernon H. Smith, KOWH, Omaha; John J. Gillin, Jr., WOW, Omaha.

MEMBER STATIONS

KFAB, Lincoln; KFOR, Lincoln; KGKY, Scottsbluff, KGNF, North Platte; KMMJ, Grand Island; KOWH, Omaha; KOIL, Omaha; WJAG, Norfolk; WOW, Omaha; KBON, Omaha.

•

Network Affiliates, Inc.

Munsey Bldg., Washington, D. C.

OFFICERS

President.....Eugene C. Pulliam
(WIRE, Indianapolis, Ind.)
Vice-President.....Hulbert Taft, Jr.
(WKRC, Cincinnati, O.)
Secretary-Treasurer.....William J. Scripps
(WWJ, Detroit, Mich.)

DIRECTORS

Ed Craney, KGIR, Butte, Mont.; W. J. Scripps, WWJ, Detroit, Mich.; Eugene C. Pulliam, WIRE, Indianapolis, Ind.; Ronald Woodyard, WING, Dayton, O.; Luther L. Hill, KRNT, Des Moines, Ia.; H. J. Brennen, KQV, Pittsburgh, Pa.; Hoyt Wooten, WREC, Memphis, Tenn.; John A. Kennedy, WCHS, Charleston, W. Va.; Edgar Bill, WMBD, Peoria, Ill.; Donald Davis, WHB, Kansas City, Mo.; Hulbert Taft, Jr., WKRC, Cincinnati, O.; Leonard H. Kapner, WCAE, Pittsburgh, Pa.

BRANCH OFFICES

Indianapolis: Claypool Hotel; Phone, Riley 1541; Eugene C. Pulliam, President.

Detroit: 626 West Lafayette Blvd., Phone Randolph 2000; William J. Scripps, Secretary-Treasurer.

FUNCTIONS

All independently owned network affiliates are eligible to membership in Network Affiliates, Inc. Clear channel stations and purely local stations are not eligible for membership. The principal object of the association is to promote and protect the American system of broadcasting as it now functions and to oppose the establishment of super-power stations in the United States. It also serves as a mutual clearing house for network affiliate stations in their relations with the network company, ASCAP, BMI and with the FCC.

•

New Jersey Broadcasters' Association

C/o John C. Bird
WCAP, Asbury Park, N. J.
Phone: Asbury Park 1911

OFFICERS

President.....A. Harry Zoog
(WTTM, Trenton)
Vice-President.....I. R. Rosenhaus
(WAAT, Newark)
Vice-President.....O. L. Maxey
(WSNJ, Bridgeton)
Secretary-Treasurer.....John C. Bird
(WCAP, Asbury Park)

EXECUTIVE BOARD

A Harry Zoog, O. L. Maxey, John C. Bird, WCAP, Asbury Park, George S. McGinley, WTTM, Trenton; A. B. Schillin, WAAT, Jersey City.

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Newspaper Radio Committee

370 Lexington Ave., New York, N. Y.
LExington 2-8497

OFFICERS

Chairman.....Harold V. Hough

Vice-Chairman.....Walter J. Damm
Treasurer .....Dean Fitzer

FUNCTIONS

Newspaper Radio Committee was organized by publishers of newspapers owning broadcast stations to present before the FCC their defense against FCC Order No. 79 issued March 20, 1941.

•

North Carolina Assn. of Broadcasters

President's Office: C/o WSTP, Salisbury, N. C.

OFFICERS

President .....Bryce P. Beard
(WSTP, Salisbury)
Vice-President .....Jerry Winters
(WGBR, Goldsboro)
Treasurer .....A. E. Joscelyn
(WBT, Charlotte)
Secretary .....Nathan Frank
(WCBT, Roanoke Rapids)

FUNCTIONS

This association coordinates the activities of all member stations in connection with problems in which they have a mutual interest.

•

Northern California Broadcasters Association

c/o C. L. McCarthy, Secretary
KQW San Francisco Studios
140 Jessie St., San Francisco, Calif.

OFFICERS

President.....Arthur Westlund
(KRE, Berkeley)
Secretary-Treasurer.....C. L. McCarthy
(KQW, San Jose)

FUNCTIONS

The Northern California Broadcasters Assn. is an informal organization established to discuss and work out problems common to the broadcasting stations in the territory.

•

Ohio Association of Broadcasters

33 N. High St., Columbus, Ohio
Phone, MA 4581

OFFICERS

President .....Carl Everson
(WHKC, Columbus)
Vice-President .....Robert T. Mason
(WMRN, Marion)
Secretary-Treasurer .....Laben T. Smith
(WCOL, Columbus)

•

Oregon State Broadcasters' Assn.

c/o Lee Bishop, President
KMED, Medford, Ore.

OFFICERS

President.....Lee Bishop
(KMED, Medford)
Vice-President .....Arden Pangborn
(KGW-KEX, Portland)
Secretary-Treasurer .....Frank Loggan
(KBND, Bend)
Board Members.....Frank Hill, Henry Swartwood,Jr.

FUNCTIONS

Membership roster of this organization includes all broadcasting stations in Oregon, including state and municipal stations. Purpose is to be of mutual assistance in commercial, management and technical problems by exchange of information and group action if needed.

•

Pacific Advertising Association

337 Monadnock Building
San Francisco, Calif.
Phone: GArfield 6868

OFFICERS

President .....Lawrence Lane
(Sunset Magazine)
Senior Vice-President .....Marion Nelson
(Giliham Advertising Agency)
Secretary-Treasurer .....Carl J. Eastman
(N. W. Ayer & Son)
Vice-President-at-Large .....Ruth Callahan
(Calif. Parent-Teacher Magazine)
V-P District 1 .....George Weber
(Mac Wilkins & Cole Advtg. Agency)
V-P District 2 .....Walter Wagstaff
(Radio Station KDYL)
V-P District 3 .....Arlyn Cole
(Mac Wilkins & Cole Advtg. Agency)
V-P District 4 .....Howard Willoughby
(Foster & Kleiser Co.)
V-P District 5 .....I. N. Shun
(Advertising Counselors, Inc.)
Past President .....Don Belding
Chairman, Finance Division .....Walter J. Held
(Standard Oil Co.)
Chairman, Club Service Division ....Elliott C. Hensel
(Business Counselor)
Chairman, Advancement of Business Division
Walter W. R. May
(Portland General Electric Co.)
Chairman, Pacific Advertising Commission
George W. Kleiser, Sr.
(Foster & Kleiser Co.)
Chairman, Senior Advisory Committee
Robert L. Philippi
(Union Oil Company)
Chairman, Junior Executive Committee..Jerry Crollard
(Sunset Outdoor Adv. Co.)

FUNCTIONS

This Association is composed of 22 advertising clubs in 11 western states and of contributing members to the association's advancement of business and "Advertisers for Victory" progam.

•

Pennsylvania Broadcasters Assn.

P. O. Box 11, Harrisburg, Pa.

OFFICERS

President.....Clair R. McCollough
(WGAL, Lancaster)
Vice-President .....Clifford Chafey
(WEEU, Reading)
Secretary.....C. G. Moss
(WKBO, Harrisburg)
Treasurer.....Dr. Leon Levy
(WCAU, Philadelphia)

DIRECTORS

H. Kenneth Brennen, WJAS, Pittsburgh; George E. Joy, WRAK, Williamsport; Arthur Simon, WPEN, Philadelphia.

FUNCTIONS

This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state. Its membership is active on the part of practically every station in the state.

•

Professional Music Men, Inc.

1270 Sixth Ave., New York, N. Y.
COlumbus 5-7362

OFFICERS

President.....Rocco Vocco
First Vice-President.....Joseph Santly
Second Vice-President.....Charles Warren
Third Vice-President .....Phil Kornheiser
Treasurer.....Irving Tanz
Financial Secretary.....Michael L. Schloss
Recording Secretary.....Louis E. Schwartz
Sergeant-at-Arms.....David Kent
Executive Director.....Bob Miller

BRANCH OFFICES

19 S. La Salle St., Chicago, Ill.
Regional Director.....Morton Schaefer
1509 N. Vine Street, Hollywood, Calif.
Regional Director .....Allan Ross
36 East Fifth Street, Cincinnati, Ohio

Regional Director ..... Danny Engel
433 Little Building, Boston, Mass.
Regional Director ..... Charles Goldberg
316 Porter St., Philadelphia, Pa.
Regional Director ..... David Blum

The Radio Club of America, Inc.

11 W. 42nd St., New York, N. Y.
LOngacre 5-6622

OFFICERS

President ..... Paul Ware
Vice-President ..... Charles E. Dean
Recording Secretary ..... Lucius E. Packard
Corresponding Secretary ..... C. James Morelock
Treasurer ..... J. J. Stantley

FUNCTIONS

Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communication. Meetings are held monthly from September through June at Columbia University. Proceedings are published approximately six times a year (see listing under publications contained in this volume).

Radio Correspondents' Association

United States Capitol, Washington, D. C.
NAtional 3120, Extension 1410

OFFICERS

President ..... Fred W. Morrison
Vice-President ..... Eric Sevareid
Secretary ..... Francis W. Tully
Treasurer ..... Earl Godwin
Ex-Officio Member, Executive Committee
H. R. Baukhage

FUNCTIONS

This is an organization of radio news reporters and correspondents in the National Capitol, gathering daily news for dissemination through the medium of radio. It controls the membership of the Senate and House radio galleries and is vested with complete responsibility for any radio representatives who attend news conferences at the White House as well as providing facilities for radio news men at national political conventions.

Radio Council—WBEZ Chicago Public Schools

228 N. La Salle St., Chicago, Ill.
Dearborn 7801

OFFICERS

Superintendent of Schools ..... Dr. William H. Johnson
Acting Director ..... George Jennings
Engineer ..... E. H. Anderson

EXECUTIVE COMMITTEE OF SCHOOL BROADCAST CONFERENCE

Harold W. Kent, Chairman; Judith Waller, National Broadcasting Co.; Lavinia Schwartz, Columbia Broadcasting System; George Jennings, Director of Conference; Harriet Hester, WLS, Chicago; Al Hollender, WJJD-WIND, Chicago; David Heffernan, Cook County Schools; William Drips, The Blue Network.

FUNCTIONS

The Radio Council operates a non-commercial educational FM station and is producing group, primarily interested in in-school broadcasts for Chicago schools. It also produces many out-of-school programs over local stations and publishes literature in this connection. It also conducts the annual School Broadcast Conference which is primarily interested in showing ways in which to use radio programs in the classroom; public service programs for community organizations; adult education.

Radio Directors Guild

The Berkshire
21 East 52nd St., New York, N. Y.
PLaza 3-5800, Extension 206

OFFICERS

President ..... Earle L. McGill
Vice-President and Chairman, Membership Committee ..... Jerry Devine
Treasurer ..... Robert L. Shayon
Secretary ..... John Macdonnell
Chairman, War Activities Committee ..... Phil Cohan
Past President ..... George J. Zachary
Past Vice-President ..... Edward A. Byron

COUNCIL

Earle L. McGill, Jerry Devine, Robert L. Shayon, John Macdonnell, Phil Cohan, William M. Sweets, Roger Bower, Theodora Yates, Harold McGee, John Loveton.

Radio Executives Club of New York

400 Madison Ave., New York, N. Y.

OFFICERS

President ..... Thomas H. Lynch
Vice-President ..... Linnea Nelson
Secretary ..... Bevo Middleton
Treasurer ..... Peggy Stone

FUNCTIONS

The major functions of the Radio Executives Club are: (1) to promote and encourage the use of radio broadcasting as an advertising medium; (2) to create a lasting fraternity of persons engaged in the business of radio; (3) to promote a better understanding of radio broadcasting and its attending problems; (4) to maintain a central bureau of employment for members of the club; (5) to provide a common meeting place for all persons engaged in the business of radio. Meetings are held weekly from October to May and membership is open to anyone engaged in the business of radio, subject to approval of the membership committee.

Radio Manufacturers Association

1317 F Street, N. W., Washington, D. C.
National 4901

OFFICERS

President ..... Paul V. Galvin
(Galvin Manufacturing Corp.)
Executive Vice-President-General Manager
Bond Geddes
Vice-President ..... Ray H. Manson
(Stromberg-Carlson Tel. Mfg. Co.)
Vice-President ..... M. F. Balcom
(Sylvania Electric Products, Inc.)
Vice-President ..... G. W. Henyan
(General Electric Company)
Vice-President ..... James P. Quam
(Quam-Nichols Co.)
Vice-President ..... Ray E. Sparrow
(P. R. Mallory & Co., Inc.)
Treasurer ..... Leslie Muter
(The Muter Co.)
General Counsel ..... John W. Van Allen
(Buffalo, N. Y.)

DIRECTORS

P. S. Billings, Belmont Radio Corp.; Octave Blake, Cornell-Dubilier Electric Corp.; H. C. Bonfig, RCA Manufacturing Co., Inc.; James T. Buckley, Philco Corp.; James C. Daley, Jefferson Electric Co.; Paul V. Galvin, Galvin Mfg. Corp.; W. P. Hillard, Bendix Radio; J. J. Kahn, Standard Transformer Corp.; E. A. Nicholas, Farnsworth Television & Radio Corp.; H. E. Osmun, Centralab; James P. Quam, Quam-Nichols Co.; David T. Schultz, Raytheon Production Corp.; Ernest Searing, International Resistance Co.; Ray F. Sparrow, P. R. Mallory & Co., Inc.

Radio Manufacturers Assn. of Canada

159 Bay St., Toronto, Ont., Canada
Adelaide 1531

OFFICERS

President ..... E. C. Grimley
Vice-President ..... L. A. Young
Executive Secretary ..... W. W. Richardson
Chairman of Engineering Committee ..... C. J. Irwin

FUNCTIONS

This association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

Radio Script & Transcription Exchange, Federal Radio Education Committee

U. S. Office of Education, Washington, D. C.
Republic 1820, Extension 2225

OFFICERS

Director ..... R. R. Lowdermilk

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

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The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York, N. Y.
MUrray Hill 5-6930

OFFICERS

National President ..... Paul Franklin
Vice-President, Eastern Region ..... John Vandercook
Vice-President, Middle Western Region
George Roosen
Vice-President, Western Region ..... Arch Oboler
Executive Secretary, Eastern Region ..... Luise Sillcox
Assistant Secretary, Mid-western Region
Pauline Hopkins
Assistant Secretary, Western Region .... Pauline Lauber

BRANCH OFFICES

Hollywood: 1655 N. Cherokee Ave.
Chicago: Room 443 Allerton Hotel

EASTERN REGIONAL COUNCIL

Erik Barnouw, Norman Corwin, Knowles Entrikin, Stuart Hawkins, Harry R. Herrmann, J. T. W. Martin, Richard McDonagh, Addy Richton, William L. Shirer, Kenneth Webb, Peter Lyon.

FUNCTIONS

The Guild is one of the Guilds of The Authors' League of America, Inc. The Guild is primarily a protective organization for writers in the radio field.

•

Rocky Mountain Radio Council, Inc.

21 East 18th Ave., Denver, Colo.
KEystone 5306

OFFICERS

President ..... C. B. Hershey
Secretary ..... William M. Spackman
Treasurer ..... E. A. Conway, S. J.
Director ..... Robert B. Hudson

EXECUTIVE COMMITTEE

A. Helen Anderson, Ben M. Cherrington, H. M. Crain, Robert L. Stearns, Malcolm G. Wyer.

FUNCTIONS

The Rocky Mountain Radio Council is a non-profit corporation of 29 organizations formed to give professinal aid to educational organizations in planning, preparing and producing their radio broadcasts. In 1942 it produced 374 programs for 34 organizations, which were re-broadcast 1,762 times from 19 commercial radio stations in the Rocky Mountain region. Recording studio facilities available for commercial work.

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SESAC, Inc.

113 W. 42nd St., New York, N. Y.
BRyant 9-3223

OFFICERS

President ..... Paul Heinecke

FUNCTIONS

Licensing use of copyrighted music.

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Society of Jewish Composers, Publishers and Song Writers

152 W. 42nd St., New York, N. Y.
LOngacre 5-9124

OFFICERS

President ..... Sholom Secunda
Vice-President ..... Rev. Pinchus Jassinowsky
Treasurer ..... Alexander Olshanetsky
Secretary ..... Henry Lefkowitch
General Manager ..... Salom J. Perlmutter
Counsel ..... A. Edward Masters

FUNCTIONS

This association licenses public performance rights of music copyrighted by its members and on which they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

•

Society of Motion Picture Engineers

Hotel Pennsylvania, New York, N. Y.
PEnnsylvania 6-0620

OFFICERS

President ..... Herbert Griffin
Past President ..... Emery Huse
Executive Vice-President ..... Loren L. Ryder
Engineering Vice-President ..... D. E. Hyndman
Editorial Vice-President ..... A. C. Downes
Financial Vice-President ..... A. S. Dickinson
Convention Vice-President ..... W. C. Kunzmann
Secretary ..... E. Allen Williford
Treasurer ..... M. R. Boyer

GOVERNORS

Frank E. Carlson, H. D. Bradbury, Alfred N. Goldsmith, A. M. Gundelfinger, C. W. Handley, Edward M. Honan, John A. Maurer, H. W. Moyse, Wililam A. Mueller, H. W. Remershied, J. H. Spray, R. O. Strock.

FUNCTIONS

In addition to its motion picture activities, this association is actively interested in television. It publishes a monthly organ in which various subjects are discussed by men in the industry.

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Song Writers' Protective Association (SPA)

1250 Sixth Ave., New York, N. Y.
COlumbus 5-3758

OFFICERS

President ..... Sigmund Romberg
Vice-President ..... Stanley Adams
Second Vice-President ..... Ira Gershwin
Secretary ..... Charles Tobias
Treasurer ..... Abel Baer
Counsel ..... John Schulman
Executive Secretary ..... Sayre Marder
West Coast Representative ..... L. Wolfe Gilbert

FUNCTIONS

Song Writers' Protective Association aims to foster the interests of all persons engaged in writing musical compositions. By cooperative effort it seeks to eliminate inequitable conditions and harmful practices and to assist members when disputes arise over enforcement of contracts or the collection of royalties.

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Southern California Broadcasters' Association, Inc.

6121 Sunset Blvd., Los Angeles, Calif.
Hollywood 1212

OFFICERS

President ..... Lawrence W. McDowell
(KFOX, Long Beach)
Vice-President ..... Duke Hancock
(KGFJ, Los Angeles)
Secretary-Treasurer ..... Harry Maizlish
(KFWB, Los Angeles)

FUNCTIONS

Membership of the Southern California Broadcasters' Association is composed of 29 southern California stations, represented in each case by its manager or senior executive. Monthly meetings are devoted to discussion of industry problems, such as ASCAP, BMI, labor, engineering, code of ethics, agency recognition, coordination with governmental agencies, civic activities, etc.

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Sports Broadcasters Association (New York Chapter)

c/o Dave Driscoll, 1440 Broadway, New York, N. Y.
PEnnsylvania 6-8600

OFFICERS

President ..... Ted Husing
Vice-President ..... Stan Lomax

Vice-President .....Bill Stern
Treasurer.....Bert Lee
Secretary.....Dave Driscoll

FUNCTIONS

It is the object of the Sports Broadcasters Association to promote the standard of the profession of sports broadcasting among its members and to disseminate sports information to its members through a regular weekly luncheon. Membership is restricted to any male person who is actively engaged in the profession of sports broadcasting whether as an announcer, commentator or writer.

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Twenty Year Club

9 Garden Place, Brooklyn, N. Y.
MAin 4-3434
Founder .....H. V. Kaltenborn

FUNCTIONS

The Twenty Year Club is an Honor Roll of men and women who have been associated with radio for twenty years. There are no dues, fees, officers, regular meetings or other obligations. A year-book is published annually.

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United States Department of Interior—Radio Section

Interior Department Radio Studios, Washington, D. C.
Republic 1820

PERSONNEL

Director.....Shannon Allen
Chief Script Writer.....Louis J. Hazam
Chief Engineer .....Robert C. Chapman

FUNCTIONS

The Radio Section of the Interior Department reports the functions and services of the offices and bureaus of the Department using all forms of radio and transcription production; serves all agencies of the Federal government through its studios and transcription production facilities.

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Radio Sub-Committee, War Activities Committee, Motion Picture Industry—Hollywood Branch

5504 Hollywood Blvd., Hollywood, Calif.
Phone, GL 6111.

MEMBERS

Daniel Danker, J. Walter Thompson Co.; William Forbes, Columbia Broadcasting System; Don Gilman, National Broadcasting Co.; Donald W. Thornburgh, Columbia Broadcasting System.

FUNCTIONS

This sub-committee assists the War Activities Committee-Motion Picture Industry-Hollywood Branch in radio matters in coordinating production. The main committee is the official production body to whom all requests for governmental and private agencies should go.

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Washington State Association of Broadcasters

207 East Market St., Aberdeen, Wash.
Aberdeen 4098

OFFICERS

President.....Harry R. Spence
(KXRO, Aberdeen)
Vice-President.....Rogan Jones
(KVOS, Bellingham)
Secretary-Treasurer.....Robert Priebe
(KRSC, Seattle)

FUNCTIONS

The Washington State Association of Broadcasters is an organization formed for the mutual protection, the exchange of commercial ideas and the education of its members in matters pertaining to radio.

Western Association of Broadcasters

C/o Radio Station CFRN, 109 C.P.R. Bldg.,
Edmonton, Alberta, Canada
Telephone 22101

OFFICERS

President .....G. R. A. Rice
(CFRN, Edmonton, Alberta)

DIRECTORS

Alberta: Cecil Berry, CFGP, Grande Prairie, B. C.: M. V. Chestnut, CJVI, Victoria, Manitoba; Roy Wright, CFAR, Flin Flon, Saskatchewan; Carson Buchanan, CHAB, Moose Jaw.

CANADIAN ASSOCIATION OF BROADCASTERS DELEGATES

A. A. Murphy, CFQC, Saskatoon, Sask.; George Chandler, CJOR, Vancouver, B. C.; H. R. Carson, CFAC, Calgary, Alta.; G. R. A. Rice, CFRN, Edmonton.

FUNCTIONS

Western Association of Broadcasters is a regional trade association of broadcasting stations in Manitoba, Saskatchewan, Alberta and British Columbia, closely affiliated with the Canadian Association of Broadcasters. It is virtually a western division of the latter organization, as all members are in both associations.

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Wisconsin League of Radio Stations

c/o WNBH, La Crosse, Wisc.
La Crosse 450

OFFICERS

President.....James F. Kyler
Treasurer.....Hiram Born
Secretary.....Ed Cunniff

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Woman's National Radio Committee

113 West 57th St., New York, N. Y.
CIrcle 7-4110

OFFICERS

Chairman.....Mme. Yolanda Mero-Irion
Vice-Chairman.....Mrs. D. Leigh Colvin
Second Vice-Chairman.....Mrs. Marion M. Miller
Secretary.....Miss Helen Havener
Treasurer.....Mrs. M. D. Jackson
Executive Secretary.....Mrs. Rosalie Wolf
Members-At-Large.....Mrs. Sidonie M. Gruenberg, Mrs. Samuel Kubie, Mrs. Mary F. Larkin, Mrs. Marion M. Miller, Mrs. Emory Ross, Mrs. Stanley Woodard.

FUNCTIONS

This committee has for its purpose to raise the standard of radio programs for adults, young people and children by: (1) retaining on the air the finer type of program; (2) removing objectionable features; (3) improving advertising content of broadcasts; (4) encouraging the production and presentation of more fine programs, worthwhile from the educational, cultural and entertainment viewpoint.

•

Writers' War Board

122 E. 42nd St., New York, N. Y.
MUrray Hill 3-6805

OFFICERS

Chairman .....Rex Stout

EXECUTIVE BOARD

Franklin P. Adams, Sidney Buchman, Pearl S. Buck, Henry Fisk Carlton, Carl Carmer, Russel Crouse, Clifton Fadiman, Paul Gallico, Jack Goodman, Rita Halle Kleeman, Robert J. Landry, Margaret Leech, John P. Marquand, William L. Shirer, Luise Sillcox.

FUNCTIONS

The Writers' War Board serves as liaison between the writers of America and government agencies wishing to obtain written work that will directly, or indirectly, help to win the war; and to place with the proper government department ideas or pieces of writing which have been submitted by writers to the Board and approved by them.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

As of January 1, 1943

Call Letters	*Institutions*	*Address*	*Director*
KFJM	Univ. of N. Dakota	Grand Forks, N. D.	D. R. Jenkins
KFKU	Univ. of Kansas	Lawrence, Kansas	Harold G. Ingham
KOAC	Oregon State College	Corvallis, Oregon	Allen Miller
KUSD	Univ. of S. Dakota	Vermillion, S. D.	G. R. Bauer
KWLC	Luther College	Decorah, Ia.	Karl Hanson
KWSC	State College of Wash.	Pullman, Wash.	Kenneth E. Yeend
WBAA	Purdue University	Lafayette, Ind.	Gilbert D. Williams
WBEZ	Chicago Radio Council	Chicago, Ill.	George Jennings
WCAL	St. Olaf College	Northfield, Minn.	M. C. Jensen
WCAT	S. Dakota School of Mines	Rapid City, S. D.	C. M. Rowe
WHCU	Cornell University	Ithaca, N. Y.	Michael R. Hanna
WHA	Univ. of Wisconsin	Madison, Wis.	H. B. McCarty
WHAZ	Rensselaer Poly.	Troy, New York	W. J. Williams
WILL	Univ. of Illinois	Urbana, Ill.	Jos. F. Wright
WNAD	Oklahoma University	Norman, Okla.	
WNYC	City of New York, Municipal Broadcasting System	New York, N. Y.	M. S. Novik
WOI	Iowa State College	Ames, Iowa	W. I. Griffith
WOSU	Ohio State University	Columbus, Ohio	R. C. Higgy
WRUF	Univ. of Florida	Gainesville, Fla.	Garland Powell
WSAJ	Grove City College	Grove City, Pa.	H. W. Harmon
WSUI	State Univ. of Iowa	Iowa City, Iowa	Carl Menzer
WRUL & WRUW	World Wide Broadcasting Foundation	Boston, Mass.	Walter S. Lemmon
	Cleveland College	Cleveland, Ohio	Gazella P. Shepherd (Mrs.)
	University of Kentucky	Lexington, Ky.	Elmer G. Sulzer
	University of Michigan	Ann Arbor, Mich.	Waldo Abbot
	Syracuse University	Syracuse, N. Y.	Kenneth G. Bartlett
	Western State Teachers College	Kalamazoo, Mich.	Wallace L. Garneau
	Indiana University	Bloomington, Ind.	Lee Norvelle
	Oklahoma Baptist University	Shawnee, Okla.	Ralph E. Matthews

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HEALTH EDUCATION VIA RADIO

By David Resnick
Public Health Education Consultant

ONE of the most important contributions which broadcasting is making in the field of adult education is the splendid cooperation of stations and networks with local and national health organizations; but medical and health groups, as well as the radio industry, have only scratched the surface in the use of "public service" radio programs for health education. At the present time, the trend seems to be, more and more, away from the scheduling of talks by doctors and more in the direction of dramatizations. In addition, the health agencies have found much success with such techniques as the interview, symposium, panel discussion and round table.

Radio is not only a powerful medium which can be increasingly useful for public health education, but it is also a scientific development that helps to conserve eyesight. In a number of large cities, boards of education and radio stations jointly plan broadcasts for school children, and one of the greatest benefits of these programs is the eye rest periods which they afford. This is of particular value to the boys and girls with seriously defective vision who are enrolled in the hundreds of "sight-saving classes" which are to be found now in public schools throughout the country. For the visually handicapped as well as the blind, of course, the radio has been the greatest of all boons. It has opened for them the doors to the rest of the world. Entertainment, lectures, news, and a general enrichment of life are available throughout the day and evening by a mere turn of the dial.

Early Beginning

The first broadcast dealing with health seems to have been a talk sponsored by the American Society for the Control of Cancer over a station in Denver, Colo., in November, 1921. One month later, the United States Public Health Service sponsored a broadcast from the Navy radio station at Anacostia, D. C.; and the month after that, the American Red Cross started a weekly series of health broadcasts over a Boston station. One of the early experiments in the use of radio for health education was undertaken by the New York State Department of Health which continues to be a leader in this field. Its weekly dramatizations under the title "Health Hunters" have been used for many years by some twenty or twenty-five stations throughout the State of New York.

Professional Groups

The American Medical Association, one of the outstanding organizations in the medical or public health field, is completely sold on the importance of radio, and has sponsored many fine programs since it started broadcasting in 1923. For the past half dozen years, the A.M.A. has cooperated with the National Broadcasting Company in presenting a serialized story dramatizing the life of a fictitious, young and newly married physisian named "Dr. Tom Riggs" which is scheduled weekly under the title "Doctors at Work." In addition, the A.M.A. arranges for broadcasts of round-table discussions, interviews, and talks during its annual conventions; and it maintains an extensive library of scripts for local medical societies.

American Dental Association

The American Dental Association, for many years, has been taking advantage of the opportunities afforded by broadcasting. Incidentally, an interesting comment is made by Dr. Lon W. Morrey, director of the Bureau of Public Relations of the Dental Association, who says: "We feel that the radio, as a builder of public opinion and good will, has many advantages; it reaches audiences quickly and presents our health message in exactly the same form in which it is prepared. The same message furnished to newspaper editors usually receives many editorial changes before it is published."

Under the able guidence of Dr. Iago Galdston, Executive Secretary of its Medical Information Bureau, the New York Academy of Medicine conducts an extensive program of public education through radio. It sponsors a series of weekly talks over the Columbia Broadcasting System and another weekly series is sponsored over WNYC, the municipal broadcasting station in New York City. The Academy, in cooperation with the New York Tuberculosis and Health Association, also negotiates for time with other local stations and then allocates these periods to a great variety of health agencies. Broadcasting in various foreign languages, as well as in English, is also employed extensively by the New York City Health Department.

Need of Professionalism

Networks and individual stations throughout the country have been generous in granting time on the air to medical and public health organizations; unfortunately, however, radio techniques have not been used to the best advantage for most of these radio programs. The health field needs to develop radio script writers and producers like Norman Corwin and Arch Oboler. In this way, it would not only acquire and hold large audiences, but it would also get across much more effectively through dramatic presentations the tremendously interesting and important material which is to be found in the work of health agencies. The American Medical Association, through its romantic story of the fictitious "Dr. Tom Riggs," has demonstrated that an engrossing serial can be broadcast with dignity; and each script emphasizes a few important health facts.

Dr. W. W. Bauer, who directs the splendid health education activities of the A.M.A., has suggested that in local communities the health agencies should unite in sponsoring a series of broadcasts. This is being done in some of the larger cities by assigning to each organization several periods for fifteen-minute talks; but these talks often deal with subjects that have no connection with each other, and usually there is no general theme for the whole series. One of the solutions to this problem of finding a common theme or common denominator for a series of local broadcasts is that adopted by the Chicago Council of Social Agencies which sponsors "The Story of Constance Worth," a weekly serial over WBBM, the CBS outlet in Chicago. In the course of dramatizing the life of these fictitious social worker, the activities of various health and welfare agencies in the city are brought into the story. Her job as a social worker usually requires that "Constance Worth" visit a different organization each week, and in this way the community health and welfare problems are woven together with the romantic episodes in this young woman's life.

Balance Needed

There are some dangers in the use of dramatizations for health broadcasts. A poor script, an amateur cast or an inexperienced director, may produce a program that can do more harm than good. The dramatic form necessitates the use of music, sound effects, experienced radio techniques, and genuine talent—all of which cost money. Another danger is the possibility that the program may have a lot of entertainment but very little health education; it takes thought and judgment to balance the two.

Use of Transcriptions

During the past few years, some of the larger national health organizations have produced—with the aid of professional script writers, directors and casts —some first rate electrical transcriptions of health dramas. The fact that program directors of radio stations welcome such recordings is indicated by the recent experience of the National Society for the Prevention of Blindness and the Nursing Council on National Defense, each of which has sponsored recordings of dramatized programs. The prevention of blindness transcriptions were scheduled by 350 stations and the programs of the Nursing Council were used by nearly 500 stations. These recordings were scheduled principally on late afternoon or evening hours; and it is estimated that they reached a total of more than 17,000,000 listeners.

The radio industry has been a generous and cooperative friend of the medical and public health organizations in the United States. There is hardly a better cause to which broadcasting could devote its "public service" programs than the advancement of health.

FCC LIST OF NON-COMMERCIAL EDUCATIONAL BROADCAST STATIONS

Licensee and Location	*Call Letters*	*Frequency (Kc)*	*Power*
Board of Education of Buffalo, Buffalo, N. Y.	WCAH	42900	1000 w
Board of Education of San Francisco, Unified School District, San Francisco, Calif.	KALW	42100	1000 w
Board of Education, City of Chicago, Chicago, Ill.	WBEZ	42500	1000 w (CP only)
University of Illinois Urbana, Ill.	WIUC	42900	250 w
University of Kentucky, Beattyville, Ky.	WBKY	42900	100 w
Board of Education, City of New York, Brooklyn, N. Y.	WNYE	42100	1000 w (CP only)
Cleveland City Board of Education, (Charles H. Lake, Superintendent) Cleveland. Ohio	WBOE	42500	1000 w

FCC REGULATIONS

The term "non-commercial educational broadcast station" means a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public.

Operation and Service

The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations:

(a) A non-commercial educational broadcast station will be licensed only to an organized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a non-profit and non-commercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

Power Requirements

The operating power of non-commercial education broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

The transmitter of each non-commercial educational broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

Non-commercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

Frequencies Allotted

The following frequencies are allotted for assignment to non-commercial educational broadcast stations:

42,100 kc.	42,300 kc.
42,500	42,700
42,900	

Stations serving the same area will not be assigned adjacent frequencies.

Frequency modulation shall be employed exclusively unless it is shown that there is a special need for the use of amplitude modulation.

Only one frequency will be assigned to a station.

TELEVISION

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FREQUENCY MODULATION

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Facsimile

•

Developmental Broadcasting

•

ST Broadcasting

TELEVISION
IS IMPORTANT
IN THE WAR EFFORT

ITS COMING
POSSIBILITIES
ARE TREMENDOUS

FOR TELEVISION
DEVELOPMENTS
READ
RADIO DAILY
REGULARLY

TELEVISION AFTER THE WAR

By Orrin E. Dunlap, Jr.
Author of "The Future of Television"

TELEVISION is one of the main factors in planning a post-war formula for the radio industry. There is every indication, based upon television's pre-war scientific development and program service, that the new art will qualify to give the radio industry added impetus after the war.

Those who watched television before war brought on the dim-out, and who now couple their appreciation of its performance with imagination of what wartime research will do to improve it, are highly confident of its great future.

Science and Industry

To see how science and industry can become allied in a new service to the public, it is only necessary to go back to the end of World War I. It was then that the radiophone, made possible by the electron tube and development of associated devices such as the microphone, revealed that speech on the air was as practical as dots and dashes. Science in wartime had equipped wireless with a tongue. It began to talk and sing. When the war was over, and radio was mustered out of service, ways and means were sought for the radiophone to perform useful service in peace. Broadcasting to the public resulted, and out of it grew a great post-war industry, both in manufacturing and programming. In 1920, America was ready for such a service as broadcasting, and by its preliminary performances radio proved it was ready to serve and to fit with the demands and tempo of the times.

Radio men dreamed of the radiophone, at least as far back as 1910, when DeForest took his radiophone transmitter backstage at the Metropolitan Opera House and put on a broadcast by Caruso and others. In 1916, David Sarnoff envisaged public broadcasting. He suggested development of a "Radio Music Box," and outlined the possibility of its becoming a household utility. Marconi, in 1914, predicted transatlantic telephony would soon be possible across a "talk-bridge" invisibly spanning the Atlantic. Similarly, radio men have dreamed of television, fully aware that sight was the next logical step, as speech was to wireless telegraphy.

The wireless key, the microphone, and now the Iconoscope as the radio "eye," follow in logical sequence. Each step has been more intricate. To combine sound and sight introduced a complexity that challenged the ingenuity of man. Pre-war television disclosed that success had been achieved through such scientists as Dr. V. K. Zworykin of RCA Laboratories, who invented the Iconoscope as the "eye" of the radio camera and developed the Kinescope as the "eye" of the receiving set.

Television awaits post-war economics. Today both science and economics are engaged in the all-out effort to help win the war. Until victory is won, science and business cannot meet in conference with the showmen to roll up the curtain on what promises to become one of the greatest shows on earth. But let there be no doubt that television will be on the post-war starting mark as a new industry, in much the same way that broadcasting was in 1920. With its electronic "eyes" sharpened in sensitivity by wartime research, radio will enable the broadcasters to offer the public an entirely new post-war show—one of double appeal for the ear and for the eye. Television will do for sound broadcasting what sound did for the silent film.

Logical Development

When radio manufacturing of broadcast receivers for civilian use ended in the Spring of 1942, it concluded an era in radio. It ended a cycle in American life when people were content to be entertained by radio sound, while the eye as "the window to the brain" was neglected. Television promises to change that situation.

A backward glance at American industrial history suggests a number of parallels. How could the horse and buggy days have been considered so lively when the horseless carriage was beginning to sputter? How could the kerosene lamp have seemed so bright when the convenient electric lamp was but a faint glow? How could the telegraph and cable have seemed so miraculous and fast with wireless in the offing.

How could broadcasting go on forever without sight with television ready to put optics on the radio? The answer is it couldn't go on and on without progressing to the next logical step—sight. The bugles that sound the end of World War II will sound the rise of the curtain on a new and spectacular show in radio—TELEVISION.

TELEVISION
BROADCASTING STATIONS

As of January 1, 1943

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.

COMMERCIAL

Licensee and Location	*Call Letters*	*Frequency (kc)*	*ESR (Effective Signal Radiated)*	
Balaban & Katz Corp. Chicago, Ill.	WBKB	60000-66000	800	(CP only)
Columbia Broadcasting System, Inc. New York, N. Y.	WCBW	60000-66000	1000 2400	(CP only)
Don Lee Broadcasting System Hollywood, Calif.	KTSL	50000-56000	5600	(CP only)
Allen B. DuMont Laboratories, Inc. New York, N. Y.	WABD	78000-84000	950	(CP only)
General Electric Co. Schenectady, N. Y. Transmitter: New Scotland, N. Y.	WRGB	66000-72000	3100	
The Journal Co. Milwaukee, Wisc.	WMJT	66000-72000	1200	(CP only)
National Broadcasting Co. New York, N. Y.	WNBT	50000-56000	1800	
Philco Radio & Television Corp. Philadelphia, Pa.	WPTZ	66000-72000	1000	(CP only; but operating by special authority)
Zenith Radio Corp. Chicago, Ill.	WTZR	50000-56000	1270	(CP only)

Pending Commercial Applications

Applicant and Location	*Call Letters*	*Frequency (kc)*	*ESR (Effective Signal Radiated)*
Hughes Production Division of Hughes Tool Co. San Francisco, Calif.	——	60000-66000	740
Hughes Productions Division of Hughes Tool Co. Los Angeles, Calif.	——	60000-66000	500
WCAU Broadcasting Co. Philadelphia, Pa.	——	84000-90000	1128

EXPERIMENTAL

Licensee and Location	Call Letters	Frequency (kc)	POWER Visual	POWER Aural
Balaban & Katz Corp. Chicago, Ill.	W9XBK	60000-66000	1000 w	1000 w (CP only)
Balaban & Katz Corp. Portable-area of Chicago, Ill.	W9XBT	204000-216000	40 w	(Television Relay Station with W9XBK)
Balaban & Katz Corp. Portable-area of Chicago, Ill.	W9XBB	384000-396000	10 w	(CP only, television relay station with W9XBK)
Balaban & Katz Corp. Chicago, Ill.	W9XPR	384000-396000	10 w	
Columbia Broadcasting System New York, N. Y.	W2XAB	60000-66000	7500 w	7500 w
Columbia Broadcasting System, Inc. Portable-area of New York, N. Y.	W2XCB	346000-358000	25 w (peak)	(CP only television relay station with W2XAB)
The Crosley Corp. Cincinnati, Ohio	W8XCT	50000-56000	1000 w	1000 w (CP only)
Allen B. DuMont Laboratories, Inc. Passaic, N. J.	W2XVT	78000-84000	50 w	50 w
Allen B. DuMont Laboratories, Inc. New York, N. Y.	W2XWV	78000-84000	1000 w	1000 w
Allen B. DuMont Laboratories, Inc. Portable-area of New York, N. Y.	W10XKT	258000-270000	50 w	(Television relay station with W2XVT)
Allen B. DuMont Laboratories, Inc. Washington, D. C.	W3XWT	50000-56000	1000 w	1000 w (CP only)
General Electric Co. New Scotland, N. Y.	W2XI	162000-168000	50 w	(Television relay station with WRGB)
General Electric Co. Schenectady, N. Y.	W2XGE	162000-168000	60 w	50 w (CP only, television relay station with
Kansas State College of Agriculture and Applied Science Manhattan, Kans.	W9XAK	50000-56000	100 w	100 w (CP only)
Metropolitan Television, Inc. New York, N. Y.	W2MT	162000-168000	250 w	250 w (CP only)
Don Lee Broadcasting System Los Angeles, Calif.	W6XAO	50000-56000	1000 w	150 w
Don Lee Broadcasting System Portable-area of Los Angeles, Calif.	W6XDU	318000-330000	6.5 w	(CP 50 w, special television relay station with W6XAO)

Licensee and Location	Call Letters	Frequency (kc)	POWER Visual	POWER Aural
National Broadcasting Co., Inc. Portable—Camden, N. J. and New York, N. Y.	W2XBT	162000-168000 (Television relay station with WNBT)	400 w	
National Broadcasting Co., Inc. Portable-area of New York	W2XBU	282000-294000 (Television relay station with WNBT)	15 w	
Philco Radio & Television Corp. Philadelphia, Pa.	W3XE	66000-72000	10000 w	10000 w
Philco Radio & Television Corp. Philadelphia, Pa.	W3XP	230000-242000 (Television relay station with WPTZ)	15 w (CP 125 Watts)	
Philco Radio & Television Corp. Portable-area of Philadelphia, Pa.	W3XPR	230000-242000 Television relay station with WPTZ)	60 w (peak)	
Philco Radio & Television Corp. Portable-Mobile Area of Philadelphia, Pa.	W3XPA	230000-242000 (CP only, television relay station with WPTZ)	15 w	
Philco Radio & Television Corp. Philadelphia	W3XPC	230000-242000 (CP only, television relay station with WPTZ)	15 w	
Purdue University West Lafayette, Ind.	W9XG	66000-72000	750 w	750 w (CP only)
RCA Mfg. Co., Inc. (Portable) Bldg. No. 8 of Camden Plant, Camden, N. J.	W3XAD	321000-327000	500 w	500 w
RCA Mfg. Co., Inc. Camden, N. J.	W3XEP	84000-90000	30000 w	30000 w
State University of Iowa Iowa City, Iowa	W9XUI	50000-56000 210000-216000	100 w	
Television Productions, Inc. Los Angeles, Calif.	W6XLA	204000-216000 (CP only, television relay station with W6XYZ)	800 w	
Television Productions, Inc. Los Angeles, Calif.	W6XYZ	78000-84000	1000 w	1000 w (CP only)
Zenith Radio Corp. Chicago, Ill.	W9XZV	50000-56000	1000 w	1000 w

FCC REGULATIONS REGARDING BROADCAST STATIONS FOR TELEVISION AND FACSIMILE

As of January 1, 1943

The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: Television broadcast stations and Facsimile broadcast stations.

COMMERCIAL TELEVISION BROADCAST STATIONS

Definitions

"Television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public[1].

"Television broadcast band" means the bands of frequencies allocated for television broadcast stations.

"Television channel" means a band of frequencies 6,000 kilocycles wide and which may be designated by channel numbers as in section on channel assignments in these rules or by the extreme lower and upper frequencies.

"Television transmission standards" means the standards which determine the characteristics of the television signal as radiated by a television broadcast station.

"Standard television signal" means a television signal conforming with the television transmission standards set forth in the Standards of Good Engineering Practice for television stations.

"Television transmitter" means the radio transmitter or transmitters for the transmission of both visual and aural signals.

"Visual transmitter" means the radio equipment for the transmission of the visual signal only.

"Aural transmitter" means the radio equipment for the transmission of the aural signal only.

"Visual transmitter power" means the peak power output when transmitting a standard television signal.

"Service area" means the area in which the signal is not subject to objectionable interference or objectionable fading. (Television broadcast stations are considered to have only one service area; for determination of such area see *Standards of Good Engineering Practice for Television Broadcast Stations.*)

"Main studio" as to any television broadcast station means the studio from which the majority of the local programs originate, or from which a majority of the station identification announcements are made.

Allocation of Facilities

Basis for license.—Television broadcast stations will be licensed on the basis of the effective signal radiated (ESR) from the visual transmitter in accordance with the following:

> ESR is equal to the square root of the power times the antenna field gain times the height of the antenna above the surrounding area. The power is measured in kilowatts, the gain in voltage ratio, the antenna height in feet above surrounding area.

Time of operation.—Television broadcast stations will be licensed only for unlimited time operation.

Showing required.—Authorization for a new television broadcast station or increase in facilities of an existing station will be issued only after a satisfactory showing has been made in regard to the following matters:

(a) That the service area and population which the applicant proposes to serve are computed in accordance with the Standards of Good Engineering Practice for Television Broadcast Stations. (The service area shall be consistent with and serve adequately the city or community proposed to serve in keeping with technical feasibility of coverage. The application shall be accomplished by an analysis of the computation of the

[1] The transmission of synchronized sound (aural broadcast) is considered to be an essential phase of television broadcast and one license will authorize both visual and aural broadcasts.

service area as set forth in the application. No application for construction permit for a new station or change in service area of an existing station will be accepted unless a definite site, details of proposed antenna and other data required by the application form are supplied.)

(b) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed servic outweighs the need for the service which will be lost by reason of such interference.

(c) That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see *Standards of Good Engineering Practice for Television Broadcast Stations.*)

(d) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and Standards of Good Engineering Practice for Television Broadcast Stations.)

(e) That the applicant is financially qualified to construct and operate the proposed station.

(f) That the applicant has available adequate sources of program material for the rendition of satisfactory television broadcast service.

(g) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(h) That the applicant is legally qualified, is of good character, and possesses other qualifications sufficient to provide a satisfactory public service.

(i) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(j) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

Channel assignments.—The channels or frequency bands set forth below are available for assignment to television broadcast stations.

(a) Channel

No.	
1	50,000- 56,000 kc
2	60,000- 66,000 kc
3	66,000- 72,000 kc
4	78,000- 84,000 kc
5	84,000- 90,000 kc
6	96,000-102,000 kc
7	102,000-108,000 kc
8	162,000-168,000 kc
9	180,000-186,000 kc
10	186,000-192,000 kc
11	204,000-210,000 kc
12	210,000-216,000 kc
13	230,000-236,000 kc
14	236,000-242,000 kc
15	258,000-264,000 ks
16	264,000-270,000 kc
17	282,000-288,000 kc
18	288,000-294,000 kc

(b) Stations serving the same area will not be assigned channels adjacent in frequency.

(c) One channel only will be assigned to a television broadcast station.

Experimental operation. — Television broadcast stations may conduct technical experimentation directed to the improvement of technical phases of operation and for such purposes may utilize a signal other than the standard television signal subject to the following conditions:

(a) That the licensee complies with the provisions of these rules with regard to the minimum number of hours of transmission with a standard television signal.

(b) That no transmissions are radiated outside of the authorized channel and subject to the condition that no interference is caused to the transmissions of a standard television signal by other television broadcast stations.

(c) If objectionable interference would result from the simultaneous operation of a television broadcast station operating experimentally and an experimental broadcast station, the licensees shall make arrangements for operation to avoid interference.

(d) No charges either direct or indirect shall be made by the licensee of a television broadcast station for the production or transmission of programs when conducting technical experimentation.

Multiple ownership.—No person (including all persons under common control)[2] shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcast service distinct and separate from existing services, and (2) that such ownership, operation or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; *Provided, however,* That no person (including all persons under common control), shall directly or indirectly, own, operate, or control more

[2] The word "control," as used herein, is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

than one television broadcast station that would serve substantially the same service area; *and provided, further,* That the Commission will regard the ownership, operation, or control of more than three television broadcast stations as constituting a concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

Normal license period.—All television broadcast station licenses shall be issued so as to expire at the hour of 3 a.m., Eastern Standard Time, and will be issued for a normal license period of one year, expiring February 1.

Equipment

Maximum rated power; how determined.—(a) The maximum rated carrier power of standard television transmitters shall be the same as the manufacturer's rating of the equipment.

(b) The maximum rated carrier power of composite television transmitters shall be the sum of the applicable commercial ratings of the vacuum tubes employed in the last radio stage.

Maximum power rating and operating power.—The Commission will authorize the installation of a television transmitter having maximum power rating equal to the operating output power in accordance with the table set out in the section of these rules titled "Basis for License."

Monitors.—The licensee of each television broadcast station shall operate at the transmitter:

(a) A frequency monitor independent of the frequency control of the transmitter. The monitor shall meet the requirements set forth in the Standards of Good Engineering Practice for Television Broadcast Stations;

(b) A modulation monitor to determine that the radiated television signal complies with the television transmission standards set forth in the Standards of Good Engineering Practice for Television Broadcast Stations.

Required transmitter performance.—The external performance of television broadcast transmitters shall be capable of radiating a standard television signal meeting the minimum requirements prescribed by the Commission contained in the Standards of Good Engineering Practice. The transmitters shall be wired and shielded in accordance with the good engineering practice and shall be provided with safety features in accordance with the specifications of Article 810 of the current National Electrical Code as approved by the American Standards Association.

Indicating instruments.—The operating output power of television broadcast stations shall be measured by instruments having an acceptable accuracy.

Auxiliary and duplicate transmitters.—The provisions of the rules governing standard and high frequency broadcast stations shall also govern the use of auxiliary and duplicate transmitters for television broadcast stations

Changes in equipment and antenna system.—(a) No changes in equipment shall be made.

(1) That would result in emission of signals outside of the authorized television channel.

(2) That would result in the external performance of the transmitter being in disagreement with that prescribed by the Commission in the Standards of Good Engineering Practice provided that for experimental transmissions equipment changes may be made which would not render the transmitters incapable of radiating a standard television signal for the required minimum number of hours. (See section titled "Minimum Operating Schedule.)

(b) Specific authority[3] is required for a change in any of the following:

(1) Increase in the maximum power rating of the transmitter.

(2) Replacement of the transmitter as a whole.

(3) Location of the transmitter antenna.

(4) Antenna system, including transmission line, which would result in a measurable change in service area or which would affect the determination of the operating power by the direct method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

(5) Relocation of main studio if new location is outside of the borders of the city, state, District of Columbia, territory, or possession.

(6) Operating output power delivered to the antenna.

(c) Specific outhority,[4] upon filing *informal* request therefor, is required for the following change in equipment and antenna:

(1) Indicating instruments installed to measure the antenna current or transmission line, except by an instrument of the

[3] Formal application required. See Standards of Good Engineering practice for Television Broadcast Stations for specific application form.

[4] Informal application by letter may be made.

same type, maximum scale reading and accuracy.

(2) Minor changes in the antenna system or transmission line which would not result in an increase of service area.

(3) Changes in the location of the main studio except as provided for in subsection (b) (5).

(d) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice for Television Broadcast Stations prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof, and such changes shall be shown in the next application for renewal of license.

Operating output power; how determined.—The operating output power, and the requirements for maintenance thereof, of each television broadcast station shall be determined by the Standards of Good Engineering Practice for Television Broadcast Stations.

Operation

Minimum operating schedule.—(a) The licensee of each television broadcast station shall maintain a regular program operating schedule transmitting a standard television signal for a total of 4 hours per week.

(b) The aural transmitter of a television broadcast station shall not be operated separately from the visual transmitter except for experimental or test purposes, and for purposes incidental to or connected with the operation of the visual transmitter.

Station identification.—(a) A licensee of a television broadcast station shall make station identification announcement, aurally and visually, (call letters and location), at the beginning and ending of each time of operation and during operation on the hour.

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, or any type of production. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

Motion picture film.—All motion picture film employed in the broadcasts of a television broadcast station must be briefly described as such either at the beginning of the program in which such film is used, or immediately prior to the broadcast of the film. Where the film broadcast is of more than 15 minutes duration, it shall also be briefly described as such either at the end of the program or immediately following the broadcast of the film.

Logs.—The licensee of each television broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

(a) Program log.

(1) Entry of the time each station identification is made.

(2) Entry briefly describing each program broadcast under the heading 'outside pickup,' 'studio production,' and motion picture film,' or combination thereof.

(3) Entry showing that each sponsored program has been announced as sponsored, paid for or furnished by the sponsor.

(4) Entry showing name of each sponsor and commodity advertised.

(b) Operating log (when transmitting a standard television signal).

(1) Entry of the time the station begins to supply power to the antenna and the time it stops.

(2) Entry of the time the program begins and ends.

(3) Entry of each interruption to the carrier waves, cause and duration.

(4) Entry of the following each thirty minutes:

i) Operating constants of the last radio stages.

ii) Frequency monitor readings.

(c) Log of experimental operation when transmitting other than a standard television signal.

(1) Entry of the time the station begins to supply power to the antenna and the time it stops.

(2) Short description of the broadcast made and its technical purpose.

Logs; retention of.—Logs of a television broadcast station shall be retained by the licensee for a period of 2 years, except when required to be retained for a longer period in accordance with the provisions of section 2.54 (FCC General Rules and Regulations; in this volume see Rules and Regulations regarding production by Radio Broadcast stations).

Broadcasts by Candidates for Public Office

The provisions of sections on political broadcasts of the Rules and Regulations Governing Standard and High Frequency Broadcast Stations shall also govern television broadcast stations.

EXPERIMENTAL TELEVISION BROADCAST STATIONS

The term "experimental television broadcast station" means a station licensed for experimental transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcasting and one license will authorize both visual and aural broadcast as herein set forth.

Under these rules for experimental television broadcast stations, the Commission will authorize experimental television relay broadcast stations for transmitting from points where suitable wire facilities are not available, programs for broadcast by one or more television broadcast stations. Such authorization will be granted only to the licensee of a television broadcast station.

A license for an experimental television broadcast station will be issued for the purpose of carrying on research and experimentation for the advancement of television broadcasting which may include tests of equipment, training of personnel, and experimental programs as are necessary for the experimentation.

Licensing Requirements

A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following:

1. That the applicant has a definite program of research and experimentation in the technical phases of television broadcasting, which indicates reasonable promise of substantial contributions to the developments of the television art.
2. That upon the authorization of the proposed station the applicant can and will proceed immediately with its program of research and experimentation.
3. That the transmission of signals by radio is essential to the proposed program of research and experimentation.
4. That the program of research and experimentation will be conducted by qualified personnel.
5. That the applicant is legally, financially, technically, and otherwise qualified to carry forward the program.
6. That the public interest, convenience or necessity will be served through the operation of the proposed station.

Charges

No charges either direct or indirect shall be made by the licensee of an experimental television station for the production or transmission of either aural or visual programs transmitted by such station except that this section shall not apply to the transmission of commercial programs by an experimental television relay broadcast station for retransmission by a television broadcast station.

Announcements

A licensee of a television broadcast station shall make station identification announcement aurally and visually (call letters and location) at the beginning and ending of each time of operation and during operation on the hour.

At the time station identification announcements are made, there shall be added the following:

> *'This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes.'*

Operating Requirements

Each licensee of a television broadcast station shall diligently prosecute its program of research from the time its station is authorized.

Each licensee of a television station will from time to time make such changes in its operation as may be directed by the Commission for the purpose of promoting worthwhile experimentation and improvement in the art of television broadcasting.

Frequency Assignment

(a) The following groups of channels are available for assignment to television broadcast stations licensed experimentally:

Group A		*Group B*	
Channel No.		Channel No.	
1	50,000-56,000 kc	8	162-000-168,000 kc
2	60,000-66,000	9	180,000-186,000
3	66,000-72,000	10	186,000-192,000
4	78,000-84,000	11	204,000-210,000
5	84,000-90,000	12	210,000-216,000
6	96,000-102,000	13	230,000-236,000
7	102,000-108,000	14	236,000-242,000
Group C		15	258,000-264,000
Any 6000 kc band		16	264,000-270,000
above 300,000 kc		17	282,000-288,000
excluding band		18	288,000-294,000
400,000-401,000 kc.			

No experimental television broadcast station will be authorized to use more than one channel in Group A except for good cause shown. Both aural and visual carriers with side bands for modulation

are authorized but no emission shall result outside the authorized channel.

No persons (including all persons under common control) shall control directly or indirectly, two or more experimental television broadcast stations (other than television relay broadcast stations) unless a showing is made that the character of the programs of research require a licensing of two or more separate stations.

A license for an experimental television broadcast station will be issued only on the condition that no objectionable interference will result from the transmissions of the station to the regular program transmissions of television broadcast stations. It shall at all times be the duty of the licensee of an experimental television broadcast station to ascertain that no interference will result from the transmissions of its station. With regard to interference with the transmissions of an experimental television broadcast station or the experimental or test transmissions of a television broadcast station, the licensees shall make arrangements for operations to avoid interference.

Channels in Groups B and C may be assigned to experimental television stations to serve auxiliary purposes such as television relay stations. No mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

Power

The operating power of a television station shall be adequate for but not in excess of that necessary to carry forward the program of research and in no case in excess of the power specified in its license.

Reports

A report shall be filed with each application for renewal of station license which shall include a statement of each of the following:

1. Number of hours operated.
2. Full data on research and experimentation conducted including the type of transmitting and studio equipment used and their mode of operation.
3. Data on expense of research and operation during the period covered.
4. Power employed, field intensity measurements and visual and aural observations and the types of instruments and receivers utilized to determine the service area of the station and the efficiency of respective types of transmissions.
5. Estimated degree of public participation in reception, and the results of public observation as to the effectiveness of types of transmission.
6. Conclusions, tentative and final.
7. Program for further developments in television broadcasting.
8. All developments and major changes in equipment.
9. Any other pertinent developments.

Special or progress reports shall be submitted from time to time as the Commission shall direct.

— FACSIMILE BROADCAST STATIONS —

The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

A license for a facsimile broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the facsimile broadcast service.
2. That sufficient facsimile recorders will be distributed to accomplish the experimental program proposed.
3. That the program of research and experimentation will be conducted by qualified engineers.
4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
5. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

Conditions of Licensing

(a) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of programs.

(b) No licensee of any standard broadcast station or network shall make any additional charge, directly or indirectly, for the transmission of some phase of the programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of a standard broadcast station or network, or others acting in their behalf, upon representa-

tion that images concerning that commercial program will be transmitted by a facsimile station.

Frequencies Allotted

a. The following groups of frequencies are allocated for assignment to facsimile broadcast stations which will be licensed experimentally only:

Group A	*Group B*	*Group C*
25,025 kc	43,540 kc	Any frequency above 300,000 kc excluding band 400,000 to 401,000 kc.
25,050	43,580	
25,075	43,620	
25,100	43,660	
25,125	43,700	
25,150	43,740	
25,175	43,780	
25,200	43,820	
25,225	43,860	
25,250	43,900	
	43,940	

b. Other broadcast or experimental frequencies may be assigned for the operation of facsimile broadcast stations on an experimental basis provided a sufficient need therefor is shown and no interference will be caused to established radio stations.

c. One frequency only will be assigned to a facsimile station from the Groups in subsection (a) of these rules. More than one frequency may be assigned under provisions of subsections (b) of these rules if a need therefor is shown.

d. Each applicant shall specify the maximum modulating frequencies proposed to be employed.

e. The operating frequency of a facsimile broadcast station shall be maintained in accordance with the frequency tolerance of 0.05 per cent or less as required, provided, however, where a lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

f. A facsimile broadcast station authorized to operate on frequencies regularly allocated to other stations or services shall be required to abide by all rules governing the stations regularly operating thereon, which are applicable to facsimile broadcast stations and are not in conflict with other FCC rules which apply to all stations generally.

Power Limitations

The operating power of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research, provided, however, not more than 1000 watts will be authorized on a frequency in Group A. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of facsimile programs.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and program for further developments of the facsimile broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

FACSIMILE BROADCAST STATIONS

Licensee and Location	*Call Letters*	*Frequency Kilocycles*	*Power Watts*	*Emission*
Courier-Journal & Louisville Times Co. N. E. of Eastwood, Ky.	W9XWT	25250	500	A3 & A4
WBNS, Inc. Columbus, Ohio	W8XUM	25200	100	A4
WOKO, Inc. Albany, N. Y.	W2XWE	25050	500	A3 & A4

HIGH FREQUENCY—FREQUENCY MODULATION BROADCAST STATIONS

The term "high frequency broadcast station" means a station licensed primarily for the transmission of radiotelephone emissions, intended to be received by the general public and operated on a channel in the high frequency broadcast band. Commercial high frequency broadcast stations must use frequency modulation.

COMMERCIAL*

LOCATION	Call Letters	Licensee	Frequency Kilocycles	Service Area Sq. Mi
Baton Rouge, La.	W45RG	Baton Rouge Broadcasting Co.	44500	8100
Binghamton, N. Y.	W49BN	Wylie B. Jones Advertising Agency	44900	6500
Boston, Mass.	W67B	Westinghouse Radio Stations, Inc.	46700	6700
Boston, Mass.	W39B	The Yankee Network, Inc.	43900	31000
Chicago, Ill.	W67C	Columbia Broadcasting System, Inc.	46700	10800
Chicago, Ill.	W75C	Moody Bible Institute of Chicago	47500	10800
Chicago, Ill.	W83C	WHFC, Inc.	48300	10800
Chicago, Ill.	W59C	WGN, Inc.	45900	10800
Chicago, Ill.	W47C	WJJD, Inc.	44700	10800
Chicago, Ill.	W51C	Zenith Radio Corp.	45100	10800
Columbus, Ohio	W45CM	WBNS, Inc.	44500	12400
Detroit, Mich.	W49D	John Lord Booth	44900	6800
Detroit, Mich.	W45D	The Evening News Association	44500	6800
Evansville, Ind.	W45V	Evansville On the Air, Inc.	44500	8400
Fort Wayne, Ind.	W49FW	Westinghouse Radio Stations, Inc.	44900	6100
Hartford, Conn.	W53H	Travelers Broadcasting Service Corp.	45300	6100
Hartford, Conn.	W65H	WDRC, Inc.	46500	6100
Kansas City, Mo.	K49KC	Everett L. Dillard, d/b as Commercial Radio Equipment Co.	44900	4400
Los Angeles, Calif.	K45LA	Don Lee Broadcasting System	44500	7000
Los Angeles, Calif.	K61LA	Metro-Goldwyn-Mayer Studios, Inc.	46100	7000
Milwaukee, Wisc.	W55M	The Journal Co.	44500	8500
Nashville, Tenn.	W47NV	National Life & Accident Insurance Co.	44700	16000
New York, N. Y.	W71NY	Bamberger Broadcasting Service, Inc.	47100	8500
New York, N. Y.	W35NY	City of New York Municipal Broadcasting System	43500	3900
New York, N. Y.	W67NY	Columbia Broadcasting System, Inc.	46700	8500
New York, N. Y.	W55NY	William G. H. Finch	45500	8500
New York, N. Y.	W59NY	Interstate Broadcasting Co.	45900	8500
New York, N. Y.	W63NY	Marcus Loew Booking Agency	46300	8500

LOCATION	Letters Call	Licensee	Frequency Kilocycles	Service Area Sq. Mi.
New York, N. Y.	W75NY	Metropolitan Television, Inc.	47500	8500
New York, N. Y.	W47NY	Muzak Radio Broadcasting Station	44700	8500
Paxton, Mass.	W43B	The Yankee Network, Inc. (Operating under Special Temporary Authorization)	44300	19000
Philadelphia, Pa.	W49PH	Pennsylvania Broadcasting Co.	44900	9300
Philadelphia, Pa.	W81PH	Seaboard Radio Broadcasting Corp.	48100	9300
Philadelphia, Pa.	W69PH	WCAU Broadcasting Co.	46900	9300
Philadelphia, Pa.	W53PH	WFIL Broadcasting Co.	45300	9300
Philadelphia, Pa.	W57PH	Westinghouse Radio Stations, Inc.	45700	9300
Philadelphia, Pa.	W73PH	William Penn Broadcasting Co.	47300	9300
Pittsburgh, Pa.	W47P	WWSW, Inc.	44700	8400
Pittsburgh, Pa.	W75P	Westinghouse Radio Stations, Inc.	47500	8400
Rochester, N. Y.	W51R	Stromberg Carlson Telephone Mfg. Co.	45100	3200
Salt Lake City, Utah	K47SL	Radio Service Corp. of Utah	44700	700
Schenectady, N. Y.	W47A	Capitol Broadcasting Co.	44700	6600
Schenectady, N. Y.	W85A	General Electric Co.	48500	6600
South Bend, Ind.	W71SB	South Bend Tribune	47100	7100
Winston-Salem, N. C.	W41MM	Gordon Gray	44100	69400

PENDING APPLICATIONS

Superior, Wisc.		Head of Lakes Broadcasting Co.	44500	2754
Rochester, N. Y.		WHEC, Inc.	44700	3200
Worcester, Mass.		Worcester Telegram Publishing Co.	46100	10000

* *The stations in this list of commercial high frequency-frequency modulation broadcast stations are all licensed to operate under a construction permit except the following which have regular licenses: W45RG, Baton Rouge, La.; W51C, Chicago, Ill.; W45V, Evansville, Ind.; W49FW, Ft. Wayne, Ind.; W53H, Hartford, Conn.; W65H, Hartford, Conn.; W55M, Milwaukee, Wisc.; W47NV, Nashville, Tenn.; W75NY, New York, N. Y.; W69PH, Philadelphia, Pa.; W53PH, Philadelphia, Pa.; W47P, Pittsburgh, Pa.; W51R, Rochester, N. Y.; W85A, Schenectady.*

EXPERIMENTAL

Licensee and Location	Call Letters	Frequency Kilocycles	Power Watts
Edwin H. Armstrong, Alpine, N. J.	*W2XMN	42800	40000
General Electric Co., New Scotland, N. Y.	*W2XOY	43200	2500
Head of Lakes Broadcasting Co., Superior, Wisc.	*W9XYH	43000	1000
John V. L. Hogan, Long Island City, N. Y.	*W2XQR	45900	1000
C. M. Jansky, Jr. and Stuart L. Bailey, d/b as Jansky & Bailey, Georgetown, D. C.	*W3XO	43200	1000
KLZ Broadcasting Co., Denver, Colo.	W9XLA	25400	100
National Broadcasting Co., New York, N. Y.	*W2XWG	45100	1000
Westinghouse Radio Stations, Inc., East Springfield, Mass.	*W1XSN	42600	1000
WHEC, Inc., Rochester, N. Y.	*W8XAD	42600	1000
WKY Radiophone Co., Oklahoma City, Okla.	W5XAU	26125	100
Worcester Telegram Publishing Co., Worcester, Mass.	*W1XTG	43400	1000

* *Operating under Special Temporary Authorization only.*

FCC Regulations Regarding High Frequency Broadcast Stations

As of January 1, 1943

The term "high frequency broadcast station" means a station licensed primarily for the transmission of radiotelephone emissions intended to be received by the general public and operated on a channel in the High Frequency broadcast band. High frequency broadcast stations must use frequency modulation.

Definitions

High Frequency Broadcast Band. The term "high frequency broadcast band" means the band of frequencies extending from 43,000 to 50,000 kilocycles, both inclusive.

Frequency Modulation. The term "frequency modulation" means a system of modulation of a radio signal in which the frequency of the carrier wave is varied in accordance with the signal to be transmitted while the amplitude of the carrier remains constant.

Center Frequency. The term "center frequency" means the frequency of the carrier wave with no modulation. (With modulation the instantaneous operating frequency swings above and below the center frequency. The operating frequency with no modulation shall be the center frequency within the frequency tolerance).

High Frequency Broadcast Channel. The term "high frequency broadcast channel" means a band of frequencies 200 kilocycles wide and is designated by its center frequency. Channels for high frequency broadcast stations begin at 43,100 kilocycles and continue in successive steps of 200 kilocycles to and including the frequency of 49,900 kilocycles.

Service Area. The term "service area" of a high frequency broadcast station means the area in which the signal is not subject to objectionable interference or objectionable fading. (High frequency broadcast stations are considered to have only one service area; for determination of such area see *Standards of Good Engineering Practice for High Frequency Broadcast Stations.*)

Antenna Field Gain. The term "antenna field gain" of a high frequency broadcast antenna means the ratio of the effective free space field intensity produced at one mile in the horizontal plane expressed in millivolts per meter for 1 kilowatt antenna input power to 137.6.

Free Space Field Intensity. The term "free space field intensity" means the field intensity that would exist at a point in the absence of waves reflected from the earth or from reflecting objects.

Frequency Swing. The term "frequency swing" is used only with respect to frequency modulation and means the instantaneous departure of the carrier frequency from the center frequency resulting from modulation.

Multiplex Transmission. The term "multiplex transmission" means the simultaneous transmission of two or more signals by means of a common carrier wave. (Multiplex transmission as applied to high frequency broadcast stations means the transmission of facsimile or other aural signals in addition to the regular broadcast signals.)

Percentage Modulation. The term "percentage modulation" with respect to frequency modulation means the ratio of the actual frequency swing to the frequency swing required for 100 per cent modulation expressed in percentage. (For high frequency broadcast stations, a frequency swing of 75 kilocycles is standard for 100 per cent modulation.)

Experimental Period. The term "experimental period" means that period of time between 12 midnight and sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any high fre-

quency broadcast station, on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period.

Main Studio. The term "main studio" means, as to any station, the studio from which the majority of its local programs originate and/or from which a majority of its station announcements are made of programs originating at remote points.

Allocation of Facilities[1]

Basis of Licensing High Frequency Broadcast Stations. High frequency broadcast stations shall be licensed to serve a specified area in square miles. The contour bounding the service area and the radii of the contour shall be determined in accordance with the *Standards of Good Engineering Practice for High Frequency Broadcast Stations.*

Service Areas (Definitions)

For the purpose of determining the areas to be served by high frequency broadcast stations, the following definitions apply:

(a) "Basic trade areas" and "limited trade areas" consist of areas the boundaries of which are determined by the Commission on the basis of showings made in applications as to retail trading areas or consumer trading areas and from government data[2]. Each basic trade area includes one "principal city." The boundaries of the basic trade areas are adjoining and the aggregate of all such areas is the total area of the United States. Each "limited trade area" includes one city. The boundaries of limited trade areas are not necessarily adjoining. Such areas may include portions of other limited trade areas and may extend into more than one basic trade area.

(b) "Principal city" means the largest city or the city or cities designated as "principal city" by the Commission, within a basic trade area. "City" means any city, town, or borough in a basic trade area except the principal city. Each "city" has a limited trade area.

(c) "Rural area" means all land area outside incorporated towns or cities with population greater than 2500 and where the density of population is less than 150 per square mile. Incorporated towns or cities with population from 2500 to 5000 without a high frequency broadcast station and not adjacent to larger cities may be considered rural area.

Service Areas—Established

The Commission in considering applications for high frequency broadcast stations will establish service areas. Such stations will be licensed to serve areas having the following characteristics:

(a) An area comprising a limited trade area and a city. The station shall render good service to the city and its service area shall conform generally with the limited trade area.

(b) An area comprising a basic trade area and a principal city. The station shall render good service to the principal city and its service area shall conform generally with the basic trade area; *Provided, however,* That the station may may be licensed to serve temporarily an area less than the basic trade area, subject to the following conditions: (1) that an applicant for authority to serve temporarily less than the basic trade area show substantial reason for relaxation of the requirement to serve the basic trade area and for specification of the proposed service area; (2) that the area to be served include as much of the basic trade area as reasonably may be required in the public interest to be served and in no event less than the principal city and the metropolitan district in which it is located; (3) that such an applicant show compliance with the section of these rules regarding similarity of service areas for all stations in the same established area except that such sections shall apply only in relation to other stations established under this proviso; (4) that the Commission may condition the granting of any application for renewal of license of such station upon the rendering of service by such station to an area conforming generally with the basic trade area.

(c) An area of at least 15,000 square miles comprising primarily a large rural area, and particularly that part of basic trade areas which cannot be served by stations assigned basic trade areas due to economical and technical limitations.

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[1] The rules relating to allocation of facilities are intended primarily for the information of applicants. Nothing contained in said rules shall be regarded as any recognition of any legal right on behalf of any person to a grant or denial of any application.

[2] There are several current and recognized authorities on retail trading areas or consumer trading areas from which the applicant may prepare its showing and to which the Commission will give consideration in making its determination.

The service area may include one or more principal city or cities, provided that in rendering service to such cities, the service to rural areas which the station is designated to serve is not impaired. The transmitter of such a station shall be located in such a manner that the service area, (1) shall extend into two or more basic trade areas, (2) shall not conform generally with a basic trade area, and (3) shall not merely extend beyond a basic trade area.

(d) An area having substantially different characteristics (social, cultural, or economic) from those areas specified in subsections (a), (b) and (c) of this section where, by reason of special conditions, it is shown that a need (which cannot be supplied by a station serving areas under subsections (a), (b) or (c) of this section) for the proposed service both program and technical exists which makes the establishment of the service area in the public interest, convenience or necessity. The Commission will give particular consideration in this connection to competitive advantages which such stations would have over other stations established under other provisions.

(e) In case it is not economically and technically feasible for a station assigned a basic or limited trade area to serve substantially all such area, the Commission will establish the service area on the basis of conditions which obtain in the trade area.

(f) In case an applicant proposes a change in an established service area, the applicant shall make a full showing as to need for such change and the effect on other stations serving the area.

Time of Operation. All high frequency broadcast stations shall be licensed for unlimited time operation.

Showing Required. Authorization for a new high frequency broadcast station or increase in facilities of an existing station will be issued only after a satisfactory showing has been made in regard to the following matters:

(a) That the area which the applicant proposes to serve has the characteristics of an area described in subparagraphs (a), (b), or (c) of the section on *Service Areas* stated above.

(b) Where a service area has been established in which one or more existing high frequency broadcast stations are in operation, that the contours of any new station proposed to serve such area will compare with those of the existing station or stations as nearly as possible, or that the service area already established should be modified.

(c) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweigh the need for the service which will be lost by reason of such interference.

(d) That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree.

(e) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice.

(f) That the applicant is financially qualified to construct and operate the proposed station; and, if the proposed station is to serve substantially the same area as an existing station, that applicant will be able to compete effectively with the existing station or stations.

(g) That the program service will include a portion of programs particularly adapted to a service utilizing the full fidelity capability of the system, as set forth in the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

(h) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(i) That the applicant is legally qualified, is of good character, and possesses other qualifications sufficient to provide a satisfactory public service.

(j) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(k) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

Channel Assignments

The channels set forth below with the indicated center frequencies are available for assignment to high frequency broadcast stations to serve the areas provided in the section on *Service Areas Established* stated above:

(a) An applicant for a station to serve an area specified in paragraphs (a) or (b) of that section to be located in a principal city or city which has a popu-

lation less than 25,000 (city only) shall apply for one of the following channels:

48900	49300	49500	49700
49100			49900

(b) An applicant for a station to serve an area specified in paragraph (a) or (b) of that section to be located in a principal city or city which has a population greater than 25,000 (city only) shall apply for one of the following channels:

44500	45700	46700	47900
44700	45900	46900	48100
44900	46100	47100	48300
45100	46300	47300	48500
45300	46500	47500	48700
45500		47700	

(c) An applicant for a station to serve primarily a large rural area, specified in paragraph (c) or an area specified in paragraph (d) of that section shall apply for one of the following channels:

43100	43500	43900	44300
43300	43700	44100	

(d) Notwithstanding the provisions of subsection (a) of this section, an applicant for a station to serve an area specified in section of these rules defining the establishment of "an area comprising a limited trade area and city," to be located in a city having a population greater than 25,000, in or adjacent to any metropolitan district having a population greater than 1,000,000, may apply for one of the following channels:

49100 49500 49900

Special Provisions Concerning Assignments

(a) Stations located in the same city shall have substantially the same service area.

(b) High frequency broadcast stations shall use frequency modulation exclusively.

(c) Stations serving a substantial part of the same area shall not be assigned adjacent channels.

(d) One channel only will be assigned to a station.

Multiple Transmission

Facsimile Broadcasting and Multiplex Transmission. The Commission may grant authority to a high frequency broadcast station for the multiplex transmission of facsimile and aural broadcast programs provided the facsimile transmission is incidental to the aural broadcast and does not either reduce the quality of or the frequency swing required for the transmission of the aural program. The frequency swing for the modulation of the aural program should be maintained at 75 kc and the facsimile signal added thereto. No transmission outside the authorized band of 200 kc shall result from such multiplex operation nor shall interference be caused to other stations operating on adjacent channels. The transmission of multiplex signals may also be authorized on ar experimental basis in accordance with the standard broadcast station rule on special experimental authorizations.

Proof of Performance Required. Within one year of the date of first regular operation of a high frequency broadcast station, continuous field intensity records along several radials shall be submitted to the Commission which will establish the actual field contours, and from which operating constants required to deliver service to the area specified in the license are determined. The Commission may grant extensions of time upon showing of reasonable need therefor.

Multiple Ownership. (a) No person (including all persons under common control[1]) shall, directly or indirectly, own, operate, or control more than one high frequency broadcast station that would serve substantially the same service area as another high frequency broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one high frequency broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among high frequency broadcast stations or provide a high frequency broadcasting service distinct and separate from existing services; and (2) that such ownership, operation, or control would not result in the concentration of control of high frequency broadcasting facilities in a manner inconsistent with public interest,

[1] The word "control" as used herein is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

convenience, or necessity; *provided, however,* that the Commission will consider the ownership, operation, or control of more than six high frequency broadcast stations to constitute the concentration of control of high frequency broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

Normal License Period. All high frequency broadcast station licenses will be issued so as to expire at the hour of 3 a.m., Eastern Standard Time, and will be issued for a normal license period of one year, expiring as follows:

(a) For stations operating on the frequencies 48900, 49100, 49300, 49500, 49700, and 49900, April 1.

(b) For stations operating on the frequencies 44500, 44700, 44900, 45100, 45,300, 45500, 45700, 45900, 46100, 46300, and 46500, May 1.

(c) For stations operating on the frequencies 46700, 46900, 47100, 47300, 47500, 47700, 47900, 48100, 48300, 48500, and 48700, June 1.

(d) For stations operating on the frequencies 43100, 43300, 43500, 43700, 43900, 44100, and 44300, July 1.

Equipment

Maximum Power Rating. The Commission will not authorize the installation of a transmitter having a maximum rated power more than twice the operating power of the station.

Maximum Rated Carrier Power; How Determined. (a) The maximum rated carrier power of a standard transmitter shall be determined by the manufacturer's rating of the equipment.

(b) The maximum rated carried power of a composite transmitter shall be determined by the sum of the applicable commercial ratings of the vacuum tubes employed in the last radio stage.

Frequency Monitor. The licensee of each high frequency broadcast station shall have in operation at the transmitter a frequency monitor independent of the frequency control of the transmitter. It shall have a stability of 20 parts per million.

Modulation Monitor. The licensee of each high frequency broadcast station shall have in operation at the transmitter an approved modulation monitor.

Required Transmitter Performance. (a) The external performance of high frequency broadcast transmitters shall be within the minimum requirement prescribed by the Commission contained in the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

(b) The transmitter center frequency shall be controlled directly by automatic means which do not depend on inductances and capacities for inherent stability.

(c) The transmitter shall be wired and shielded in accordance with good engineering practice and shall be provided with safety features in accordance with the specifications of article 810 of the current National Electrical Code as approved by the American Standards Association.

Indicating Instruments. The direct plate circuit current and voltage shall be measured by instruments having an acceptable accuracy.

Changes in Equipment and Antenna System. Licensees of high frequency broadcast stations shall observe the following provisions with regard to change in equipment and antenna system:

(a) No changes in equipment shall be made:

1. That would result in the emission of signals outside of the authorized channel.

2. That would result in the external performance of the transmitter being in disagreement with that prescribed in the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

(b) Specific authority, upon filing formal application[1] therefor, is required for a change in service area or for any of the following changes:

1. Changes involving an increase in the maximum power rating of the transmitter.

2. A replacement of the transmitter as a whole.

3. Change in the location of the transmitter antenna.

4. Change in antenna system, including transmission line, which would result in a measurable change in service or which would affect the determination of the operating power by direct method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

[1]See Standards of Good Engineering Practice for High Frequency Broadcast Stations for specific application form required.

5. Change in location of main studio to outside of the borders of the city, state, district, territory, or possession.

6. Change in the power delivered to the antenna.

(c) Specific authority, upon filing *informal* request therefor, is required for the following change in equipment and antenna:

1. Change in the indicating instruments installed to measure the antenna current or transmission line, direct place circuit voltage and the direct current of the last radio stage, except by instruments of the same type, maximum scale reading and accuracy.

2. Minor changes in the antenna system and/or transmission line which would not result in an increase of service area.

3. Changes in the location of the main studio except as provided for in subsection (b) 5, stated above.

(d) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice for High Frequency Broadcast Stations prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof, and such changes shall be shown in the next application for renewal of license.

Operating Power; How Determined. The operating power, and the requirements for maintenance thereof, of each high frequency broadcast station shall be determined by the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

Modulation. (a) The percentage of modulation of all stations shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 per cent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

Frequency Tolerance. The operating frequency without modulation of each broadcast station shall be maintained within 2000 cycles of the assigned center frequency.

Operation

Minimum Operating Schedule; Service. (a) Except Sundays, the licensee of each high frequency broadcast station shall maintain a regular daily operating schedule which shall consist of at least three hours of operation during the period 6 a.m. to 6 p.m., local standard time, and three hours of operation during the period 6 p.m. to midnight, local standard time. In an emergency, however, when due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period not to exceed ten days, provided that the Commission and the Inspector in Charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops.

(b) Such stations shall devote a minimum of one hour each day during the period 6 a.m. to 6 p.m., and one hour each day during the period 6 p.m. to midnight, to programs not duplicated simultaneously as primary service in the same area by an standard broadcast station or by any high frequency broadcast station. During said one hour periods, a service utilizing the full fidelity capability of the system, as set forth in the Standards of Good Engineering Practice for High Frequency Broadcast Stations, shall be rendered. However, the Commission may, upon request accompanied by a showing of reasons therefor, grant exemption from the foregoing requirements, in whole or in part, for periods not in excess of three months.

(c) In addition to the foregoing minimum requirements, the Commission will consider, in determining whether public interest, convenience, and necessity has been or will be served by the operation of the station, the extent to which the station has made or will make use of the facility to develop a distinct and separate service from that otherwise available in the service area.

DEVELOPMENTAL BROADCAST STATIONS

The term "developmental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules or a combination of closely related developments that can be better carried on under one license.

Licensee and Location	*Call Letters*	*Frequency (kc)*	*Power*	*Emission*
Bell Telephone Labs., Inc. Whippany, N. J.	W3XDD	530, 1340	50000 w	A3
Bell Telephone Labs., Inc. Whippany, N. J.	W3XPY	43500, 49100	5000 w	Special
The Crosley Corp. Near Mason, Ohio	W8XO	700	100 kw-500-kw	A3
Midland Broadcasting Co., Kansas City, Mo.	W9XER	46500	1500 w	Special
Muzak Corporation New York, N. Y.	W2XMC	117650	1000 w	Special (C.P. only)
Natl. Broadcasting Co.. Inc. Area of New York, N. Y.		1614, 2398, 3492.5, 4797.5, 6425, 9135, 12862.5, 17310, 23100, 30660, 31020, 31140, 31180, 31540, 33340, 33460, 33620, 35060, 35460, 37060, 37140, 37540, 39140, 39460, 39540, 116050, 116250, 116450, 116850, 117050, 117250, 117650, 118050, 118250, 118450, 118650, 118850, 156525, 156975, 157425, 157725, 158175, 159075, 160425, 161325, 161775, 162000-168000, 210000-216000, 264000-270000, 300000-400000, 401000 and above	25 w	A1, A-2, A3, A4, A5 & Special A5 on frequencies above 162000 kcs.
Natl. Broadcasting Co., Inc. Area of New York, N. Y.	W10XR	Same as above	100 w	A1, A2, A3, A4, A5 & Special A5 on frequencies above 162000 kcs.

— FCC REGULATIONS REGARDING — DEVELOPMENTAL BROADCAST STATIONS

The term "developmental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules or a combination of closely related developments that can be better carried on under one license.

Licenses for developmental broadcast stations will be issued only after a satisfactory showing has been made in regard to the following, among others:

(1) That the applicant has a program of research and development which cannot be successfully carried on under any of the classes of broadcast stations already allocated, or is distinctive from those classes, or combination of closely related developments that involve different phases of broadcasting which can be pursued better under one license.

(2) That the program of research has reasonable promise of substantial contribution to the development of broadcasting, or is along lines not already thoroughly investigated.

(3) That the program of research and experimentation will be conducted by qualified persons.

(4) That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

(5) That the public interest, convenience, and necessity will be served through the operation of the proposed station.

A separate developmental broadcast station license will be issued for each major development proposed to be carried forward. When it is desired to carry on several independent developments, it will be necessary to make satisfactory showing and obtain a license for each.

A licensee of developmental broadcast stations shall broadcast programs when they are necessary to the experiments being conducted. No regular program service shall be broadcast unless specifically authorized by the license.

A licensee of a developmental broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the programs of a standard broadcast station or network including commercial programs, if the call letter designation when identifying the developmental broadcast station is given on its assigned frequency only and the statement is made over the developmental broadcast station that the program of a broadcast station or network (identify by call letters or name of network) is being broadcast in connection with the developmental work. In case of the rebroadcast of the program of any broadcast station, the FCC Regulation on rebroadcasting applies.

Frequency Allotted

The following frequencies are allocated for assignment to developmental broadcast stations:*

	1,614			
2,396		12,855		37,140
	2,398		12,862.5	37,540
2,400		12,870		39,140
				39,460
3,490		17,300		39,540
	3,492.5		17,310	116,050
3,495		17,320		116,250
				116,450
4,795		23,100		116,850
	4,797.5	30,660		117,050
4,800		31,020		117,250
		31,140		117,650
6,420		31,180		118,050
	6,425	31,540		118,250
6,430		33,340		118,450
		33,460		118,650
9,130		33,620		118,850
	9,135	35,060		156,525
9,140		35,460		156,975
		37,060		157,425
				157,725
				158,175
				159,075
				160,425
				161,325
				161,775
				162,000-168,000
				210,000-216,000
				264,000-270,000
				300,000-400,000
				401,000 and above

A license will be issued for more than one of these frequencies upon a satisfactory showing that there is need therefor.

The frequencies suited to the purpose and in which there appears to be the least or no interference to established stations shall be selected.

In cases of important experimentation which cannot be conducted successfully on the frequencies allocated herein, the Commission may authorize developmental broadcast stations to operate on any

* Also available for assignment to all other stations in the experimental service.

frequency allocated for broadcast stations or any frequencies allocated for other services under the jurisdiction of the Commission upon satisfactory showing that such frequencies can be used without causing interference to established services.

The operating frequency of a developmental broadcast station shall be maintained in accordance with the frequency tolerance of 0.05 per cent or less as required, provided, however, where lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

The operating power of a developmental broadcast station shall not be in excess of that necessary to carry on the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

Supplemental Report

A supplemental report shall be filed with and a part of each application for renewal of license and shall include statements of the following, among others:

1. The number of hours operated.

2. Comprehensive report on research and experiments conducted.

3. Conclusions and program for further development of the broadcast service.

4. All developments and major changes in equipment.

5. Any other pertinent developments.

A developmental broadcast station authorized to operate on frequencies regularly allocated to other stations or services, shall be required to abide by all rules governing the stations operating regularly thereon which are applicable to developmental broadcast and are not in conflict with rules of the Commission for stations in general or for rules for developmental broadcast stations.

ST BROADCAST STATIONS

The term "ST broadcast station" means a station used to transmit programs from the main studio to the transmitter of a high frequency or an international broadcast station.

Licensee and Location	*Call Letters*	*Frequency Kilocycles*	*Power Watts*	*Emission*
Capitol Broadcasting Co. Schenectady, N. Y.	W2XEO	331000	50	Special (CP only)
Columbia Broadcasting System, Inc. New York, N. Y.	W2XYP	330400	25	Special
General Electric Co. Schenectady, N. Y.	W2XBD	343600	25	Special (CP only)
Gordon Gray Winston-Salem, N. C.	W4XGG	337000	25	Special (CP only)
The Journal Co. Milwaukee, Wisc.	W9XJC	331000	50	Special (CP only)
The Moody Bible Institute of Chicago Chicago, Ill.	W9XMB	333400	25	Special (CP only)
Radio Service Corp. of Utah Salt Lake City, Utah	W6XHC	331000	25	Special (CP only)

RULES GOVERNING ST BROADCAST STATIONS

The term "ST[1] broadcast station" means a station used to transmit programs from the main studio to the transmitter of a high frequency broadcast station, or an international broadcast station.

An ST broadcast station will be licensed only to the licensee of a high frequency broadcast station or of an international broadcast station. Only one ST broadcast station will be authorized in connection with the license for any high frequency broadcast station. Not more than two ST broadcast stations will be authorized in connection with the license for any international broadcast station. Each such ST station shall be at a fixed location.

The license of an ST broadcast station authorizes the transmission of program material, including commercial programs, from the main studio to the transmitter of the high frequency broadcast station or international broadcast station in connection with which it is authorized.

Frequency Assignment

The following frequencies are allocated for assignment to ST broadcast stations upon an experimental basis:

kc	kc	kc	kc	kc
330,400	333,400	335,800	338,200	340,600
331,000	334,000	336,400	338,800	341,200
331,600	334,600	337,000	339,400	341,800
332,200	335,200	337,600	340,000	342,400
332,800				343,000
				343,600

ST broadcast stations will be authorized to employ frequency modulation only.

The maximum frequency swing employed by ST broadcast stations shall not be in excess of 200 kilocycles.

The licensee of each ST broadcast station shall install and operate a directional antenna designed so that the gain in power toward the receiver shall be 10 (field gain 3.16) times the free space field from a doublet (137.6 mv/m for 1 kw at one mile). In all other directions 30° or more off the line to receiver, the power gain shall not exceed ¼ of the free space field gain from a doublet.

ST broadcast stations will be licensed with a power output not in excess of that necessary to render a satisfactory service.

The licensee of each ST broadcast station is required to conduct experimentation with regard to the following:

(a) Design of equipment and power required to render a satisfactory service.

(b) Design and adjustment of directional transmitting antennas.

(c) Design and location of receiving antennas.

Supplemental Report

A supplemental report shall be filed with and made a part of each application for renewal of application and shall include statements as to the following items:

(a) Total hours of operation.

(b) Continuity of service, causes and duration of any interruptions.

(c) Power required to deliver satisfactory signal at receiver.

(d) Data on design, adjustments and operation of directional receiving and transmitting antennas.

(e) Interference to service resulting from other stations or other sources.

(f) Cost of transmitter and receiver installation and expense of operation.

(g) Overall fidelity of equipment, frequency and amplitude.

Each ST broadcast station shall announce its call letters at the beginning and end of each period of operation, and during operation, at least once every hour it either shall announce its call letters or shall make an announcement which will permit it to be identified.

[1] The abbreviation "ST" is derived from "studio-transmitter."

. . . . now becoming a major supplier of

Electronic Equipment for the Armed Forces

Presto Recording Corporation

NEW YORK, N. Y., U. S. A.

THE TECHNICAL SIDE

Engineering Developments

•

Wartime Radio Production

•

Radio Manufacturers Assn.

•

Chief Engineer of Stations In United States and Canada

•

Equipment Manufacturers

Blueprint

FOR TOMORROW

The design ideas embodied in Westinghouse transmitters have gained them an enviable reputation among progressive radio stations throughout the country. Air-cooled tubes, fuseless protection, surge-proof metal rectifiers and simplified metal unit design are providing these stations with advantages that are particularly valuable at this time.

Today, the skills and abilities that created the economy, simplicity and operating reliability of these fine transmitters are engaged 100% in war production. Westinghouse radio manufacturing facilities are now building "walkie-talkies," radio locators, aircraft transmitters and many other types of radio apparatus required for war.

In addition, Westinghouse radio research talents are searching the field of electronics—finding new and better methods that will keep this equipment second to none.

From this, comes our blueprint for tomorrow.

Out of these developments veiled in military secrecy and the new discoveries yet to be found, will come peacetime contributions that will make Westinghouse radio apparatus finer than ever.

J-08051

WESTINGHOUSE

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

ENGINEERING DEVELOPMENTS

By Howard S. Frazier
NAB—Director of Engineering

WAR came to our country without warning on December 7th, 1941. Within minutes, not weeks, days or hours, American broadcasting was on a wartime basis. A great industry, born in peacetime and without training or experience in the ways of war, found its true stature and became of age. The greatest system of mass communication the world has ever known was found ready and prepared to deliver the news and to cooperate with our armed forces. No one knew when or where the enemy might strike next. Many stations began operating on a twenty-four-hour, around-the-clock basis. NAB immediately created committees to cooperate with the national war agencies and other industry committees were organized and conferred with local military authorities all over the country. Emergency communications systems were set up to provide the means for making radio "blackouts" immediately effective. Vital transmitters, telephone circuits and power supplies were protected against sabotage.

Immediate Action

No tooling-up period was needed. No appropriation bills were asked of Congress. Conversion to wartime operation was done so rapidly and so quietly that it was taken for granted. There are no four-minute speakers today as there were in the last war. There are no trains taking groups around the country to campaign. No time wasted by busy officials traveling with their messages to our people. All that today is being done by radio, under the American system of free radio operated by private enterprise. There are just as many campaigns, maybe more, campaigns of recruiting, for the sale of war bonds, salvage, rubber, and all the others with which you are so familiar.

During the year broadcast engineering executives have faced a great variety of problems in maintaining wartime operation, such as the shortage of technical personnel, the conservation of critical materials, priority regulations, the protection of plant against sabotage or enemy action, the maintenance of emergency facilities, and last, but not least, the servicing of civilian radio receivers. Unfortunately, the necessities of war and military secrecy make it impossible to outline many of our industry's present activities and future plans.

There have been few, if any, technical developments in the domestic broadcasting field during the past year. Engineering executives responsible for the technical operation of broadcast stations have found that wartime operating conditions required their full attention. Research and development facilities of the manufacturers, normally devoted to the technical advancement of broadcasting, have been converted to war activities. For these reasons this record of broadcast engineering might more fittingly be entitled, "What Broadcast Engineers Are Doing to Help Maintain Civilian Morale and Win the War."

Post-War Benefits

Much of the research development now devoted to the war effort will eventually accrue to the benefit and progress of broadcasting after the war. Naturally, the exact nature of these developments is a military secret. It is believed the coming of peace will mark the beginning of an era of rapid technical advance.

Regulations of the Federal Communications Commission and the Board of War Communications have virtually frozen frequency assignments and the operating power of stations for the duration. Only under unusual circumstances will new construction or changes in existing licenses be authorized. During recent years, many new stations have been constructed and the technical facilities of existing stations vastly improved. Thus the coming of war has found the nation's broadcasting plant well prepared to serve the nation.

Frequency Modulation

Frequency modulated broadcasting on high frequency channels, commonly referred to as FM, has emerged from the first year of the war a strong and husky child. Many new FM stations, in spite of priorities and labor shortages, have come on the air during the year. There has been little curtailment in the operating hours of existing stations. Although new FM receivers for civilian use were only manufactured during the first three months of the year, the number of FM listeners is still increasing as these receivers pass through the distribution channels to the radio audience.

Board of War Communications

The Defense Communications Board has been renamed the Board of War Communications. The organization of the Board and the thirteen advisory committees, composed of government and industry representatives, remains unchanged. NAB is represented by President Neville Miller as chairman of the Domestic Broadcasting Committee and a member of the International Broadcasting Committee. The NAB director of engineering serves as alternate on both committees. Many engineers and executives of the broadcast industry are also devoting a considerable amount of time and work to the BWC in connection with their membership on the broadcast committees. The activities of the BWC and its advisory committees are confidential. Therefore, much of great benefit to the industry and the war effort must remain untold until the cessation of hostilities.

Recording and Reproducing Standards

As broadcasting has developed, the problem of reproducing transcriptions with uniform results has become of much concern to broadcasting stations. Quite a number of different characteristics have been used by the various manufacturers of transcriptions, recording equipment and reproducing equipment. Most of these characteristics produce good results by themselves with the proper play back equalization. The NAB Engineering Committee sent a questionnaire on recording to all stations. Among other interesting data obtained was the fact that some stations use as high as ten different equalizers. The NAB Engineering Committee recommended to its Board of Directors that NAB coordinate the work of a committee to be formed for the purpose of establishing recording and reproducing standards. The Board of Directors approved of this procedure and early in June, 1941, Neville Miller, President of NAB, invited all companies interested in recording to a meeting to be held on June 26, 1941 in Detroit. Some twenty companies responded by sending representatives to the meeting. The Recording and Reproducing Standards Committee was formed at that time.

The members of the Committee have exhibited a splendid spirit of cooperation and many of them have devoted a considerable amount of time to the project. Several companies, who have standards of their own that produce excellent results, have in the interests of uniform standards, given and taken to the extent that it will cost them a considerable amount of money to adhere to the standards. It is this spirit of splendid cooperation that has produced excellent results.

The Committee has completed the study of sixteen items for standardization, which were officially adopted by the NAB Board of Directors on March 20, 1942. Several items are still under study but due to other war activities probably no action will be taken until the cessation of hostilities. The NAB Engineering Department is encouraging the adoption and general use of the standards. Government agencies using recordings, the armed services, as well as commercial organizations, are cooperating splendidly with this effort.

Television

Our first year of wartime radio came to an end with many of the nation's television stations still operating on regular program schedules. Restrictions on the manufacture of civilian television receivers and transmitting equipment will limit the expansion of the art for the duration. However operating experience gained during this period and military developments in television should get the new industry off to a good start with the coming of peace. This field will undoubtedly offer great employment opportunities to many of the new radio technicians, who are now getting valuable training and experience with our armed forces.

Priorities and Conservation

Broadcast engineers are developing the "know how" of conservation. Transmitters have been readjusted to obtain the maximum life from vacuum tubes. Station personnel are repairing microphones, transcription reproducers, meters and other delicate devices. Broadcasters are exchanging surplus parts, tubes and materials through the NAB Swap Bulletin, a publication distributed to all domestic broadcasting stations, in an effort to reduce the requirements of the industry for new materials. At least one organization has been formed to handle the repairing of vacuum tubes for transmitters. Several of the tube manufacturers are also repairing tubes.

The Radio and Radar Division of WPB regulates the broadcaster's priority problems. Key personnel of the Civilian Radio Section were drawn from the broadcast industry and understand the broadcaster's needs and his importance to the war effort. Government and industry, working together, have conserved tons of critical materials without interruption or impairment of broadcasting service.

WAR TIME RADIO PRODUCTION

By Dr. Orestes H. Caldwell
Editor, Radio Retailing Today

IN a war that covers the whole face of the globe, radio and communications become vital. To supply these far-flung posts with adequate communication the radio industry has now laid down its peace-time work of civilian radio manufacture, and has expanded amazingly into war production.

Besides military radio receivers and transmitters for planes, tanks, surface ships, and submarines, and walkie-talkies and portables for field use, the factories which once made civilian radios are now turning out electronic detector devices, amplifiers, locaters, altimeters, depth gauges, telephones, teletypewriters, direction finders, public-address systems, anti-sabotage alarms, together with a flood of tubes and batteries.

During 1942, as the vast military radio program began to get underway, the radio and electronic output rose in value to a point between one and two billion dollars. High output was already underway by the end of the year. This tremendous new rate of production will be the yardstick for 1943, when war radio output may total several billions, reaching between fifteen and twenty times the former peacetime production of the radio industry.

Despite the curtailment of the manufacture of civilian sets, tubes and parts, the radio industry in 1942 has set a remarkable record as shown by the following estimates which, of course, do not include any war production figures.

1942 CIVILIAN RADIO SET AND TUBE SALES

Source: Radio Retailing Today

	Number	*Retail Value*
Total sets sold during 1942	4,400,000	$154,000,000
Radio sets exported	500,000	17,500,000
Automobile radios	350,000	12,250,000
Home radios sold in U. S.	3,550,000	124,250,000
Total tubes sold, U. S.	87,700,000	96,000,000
Tubes, initial equipment	34,700,000	38,000,000
Tubes, replacements	53,000,000	58,000,000
Parts, supplies	———	70,000,000
Phonograph records	110,000,000	48,000,000

Note: In April, WPB ordered all civilian radio-set production stopped, and factories converted to war production. Total military radio production during 1942 is believed to be between one and two billion dollars.

ANNUAL BILL OF U. S. FOR RADIO

Source: Radio Retailing Today

Sales of time by broadcasters, 1942	$203,000,000
Talent costs	40,000,000
Electricity, batteries, etc. to operate 50,340,000 receivers	225,000,000
3,900,000 radios sold in 1942 at retail	136,500,000
53,000,000 replacement tubes	58,000,000
Radio parts, supplies, etc.	70,000,000
Servicing radio sets	70,000,000
Total	$802,500,000

RADIO SETS IN USE

Source: Radio Retailing Today

	Jan. 1, 1942	*Dec.* 1, 1942
U. S. homes with radios	29,700,000	30,800,000
"Secondary" sets in above homes	15,000,000	16,660,000
Battery portables	2,800,000	3,130,000
Auto-radios	8,500,000	8,750,000
Total sets in use, U. S.	56,000,000	59,340,000

R.M.A. ALL OUT FOR VICTORY

By Bond Geddes

Executive Vice-President, Radio Manufacturers Association

THE record of accomplishment of the radio manufacturing industry is being written by American fighting men, in our bombers and other aircraft, our ships, our tanks and other arms throughout the world. Radio is the new and possibly decisive armament. Although radio's great contribution in the winning of the war, through new and secret apparatus, on sea and land, cannot be told until peace comes, never has there been such acute public consciousness of the part which radio is playing, both for the armed forces and civilian populations, at home and abroad. Its use in battle and for national and international information and understanding has given radio wide recognition, both as the new and powerful force in winning the war and also toward shaping of the peace which will come.

The part of the radio manufacturing industry in this "Victory" program is indicated by the delivery in 1942 of military radio apparatus estimated at $2,250 million, or more than four times ordinary peactime production of the industry —a record not surpassed by the automotive or any other industry which has been harnessed almost 100 per cent toward this "Victory" program. And in 1940 a military radio program estimated at $4 billion is the delivery responsibility of radio manufacturers.

Industry Objectives

Two present major objectives of the industry are the "on time" supply of this tremendous quantity of fighting radio, together with the utmost maintenance of public radio service—national and international — via broadcasting. Uncle Sam is now the No. 1 customer of the industry, but he also is the source of supply for transmitters and maintenance components of receiving sets. He is the principal source of supply for radio apparatus throughout the world.

Pearl Harbor found the radio industry already engaged, at that time, on "defense" contracts for military radio aggregating over $600 million. Early transition, at the outbreak of war, from civilian to "all out" military radio production, was obvious. The first step came from the then Office of Production Management, in January, 1942, for a cut of 40 per cent in production of civilian radio receivers, and was soon followed by the order on March 7 suspending all production of civilian receivers on April 22, with a few companies authorized to extend their production until the final set, "for the duration," came off the lines on June 7. Radio sets now are rapidly disappearing from the market, and there is no prospect for any substantial new production for the duration. This means that the primary problem for maintenance of public radio service relates to the supply of replacement tubes and parts for as many of the 57 million sets in the hands of the public as may be possible under war conditions. Also, the absorption of radio workers and service men by the armed services brings a related problem of vanishing manpower.

War controls over the industry, both in broadcasting and manufacture, have so spread that the facilities of the manufacturing industry and also the supplies of maintenance parts for civilian radio sets, as well as the distribution of the country's man and woman power, are now at the disposal of the Government and subject to its needs. Already there are shortages of replacement tubes, and, while the supply of other replacement parts for civilian radios is regarded as ample for another year, the Government holds the fundamental power of determining the future supply of maintenance parts and also the availability of manpower. The industry can assist but cannot determine such future Government policies, and while radio is regarded as "essential," with formal orders and regulations to that effect, still the final policies of providing sufficient materials for maintenance parts and adequate manpower for broadcasting and also for the servicing of U. S. receivers, remains fundamentally within the determination of Government agencies. Programs for future supplies of replacement tubes and parts are now being developed by several Government agencies and will be available to the extent of Government authorizations.

RMA Co-operation

On both the war program and the problems of maintaining civilian radio service, the trade organization of the industry—the Radio Manufacturers Association—has been an agency working in closest co-operation with all Government departments. During last year the Asso-

ciation was placed on a war basis, revising its activities and membership services to the new war conditions. Its Priorities Committee, first headed by Paul V. Galvin of Chicago, now president of RMA, arranged last March with OPM and later with WPB for aluminum allocations for vital radio components. These allocations have been continued, and now the War Production Board, in its control of supplies and production, is preparing official programs for replacement tubes and parts. The standardization work of RMA has been shifted largely to the military effort. The RMA Engineering Department is engaged on standardization of military transmitters, receivers and electronic devices, while the standardization of parts has come largely under the direct control of WPB. Official industry advisory committees are largely composed of RMA leaders.

Under war conditions, the solidarity of the industry and the value of services to its members are indicated by an increase of above 50 per cent in the membership of RMA, its trade organization. In its "all out" effort toward the winning of the war, the industry is not unmindful of the peace problems ahead, which will include rapid conversion—more quickly in the radio industry than in many others—to peacetime and broadened public services. The industry promises to be one of the principal industrial factors in providing new services and products when "Victory" becomes a reality.

Radio Manufacturers Association

Officers and Executive Personnel—1942-1943

Headquarters: 1317 F. St., N.W., Washington, D. C.

President

Paul V. Galvin, Galvin Manufacturing Corp., Chicago, Ill.

Executive Vice-Pres.-General Mgr.

Bond Geddes, 1317 F St., N. W., Washington, D. C.

Vice-Presidents

Ray H. Manson, Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.

M. F. Balcom, Sylvania Electric Products, Inc., Emporium, Pa.

G. W. Henyan, General Electric Co., Schenectady, N. Y.

Ray F. Sparrow, P. R. Mallory & Co., Indianapolis, Ind.

James P. Quam, Quam-Nichols Company, Chicago, Ill.

Treasurer

Leslie F. Muter The Muter Company, Chicago, Illinois.

Secretary

Bond Geddes, 1317 F Street, N. W., Washington, D. C.

General Counsel

John W. Van Allen, Liberty Bank Building, Buffalo, New York.

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Term Expiring 1943

P. S. Billings, Belmont Radio Corporation, Chicago, Illinois.

Octave Blake, Cornell-Dubilier Electric Corp., S. Plainfield, N. J.

H. C. Bonfig, RCA Manufacturing Co., Camden, New Jersey.

James T. Buckley, Philco Corporation, Philadelphia, Pa.

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J. J. Kahn, Standard Transformer Corp., Chicago, Ill.

E. A. Nicholas, Farnsworth Television & Radio Corp., Fort Wayne, Indiana.

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David T. Schultz, Raytheon Production Corporation, Newton, Massachusetts.

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Ray F. Sparrow, P. R. Mallory & Co., Indianapolis, Ind.

Term Expiring 1944

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W. R. G. Baker, General Electric Company, Bridgeport, Connecticut

Roy Burlew, Ken-Rad Tube and Lamp Corporation, Owensboro, Kentucky

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Ray H. Manson, Stromberg-Carlson Telephone Manufacturing Co., Rochester, New York.

A. S. Wells, Wells-Gardner & Company, Chicago, Illinois.

Term Expiring 1945

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L. L. Kelsey, Stewart-Warner Corp., Chicago, Ill.

J. J. Nance, Zenith Radio Corp., Chicago, Ill.

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Ben Abrams
W. R. G. Baker
M. F. Balcom
H. C. Bonfig
James T. Buckley
Ray H. Manson
J. J. Nance
James P. Quam
Ray F. Sparrow
Leslie F. Muter

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Henry Pope, Vice-Chairman, National Union Radio Corp.

Western Division:
E. R. Carlson, Vice-Chairman, Crowe Name Plate & Mfg. Co.

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Virgil M. Graham, Assistant Director, Sylvania Electric Products, Inc.

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Tubes: M. F. Balcom, Chairman
Transmitter: G. W. Henyan, Chairman
Parts: Ray F. Sparrow, Chairman

Amplifier & Sound Equipment: James P. Quam, Chairman

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A. H. Gardner, Chairman, Colonial Radio Corporation

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Ernest Searing, Chairman, International Resistance Co.

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J. J. Kahn, Chairman

Service Committee

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Director: Dr. W. R. G. Baker, General Electric Co., Bridgeport, Conn.

Assistant Director: Virgil M. Graham, Sylvania Electric Products, Inc., Emporium, Pa.

RMA Data Bureau: L. C. F. Horle, 90 West St., New York, N. Y.

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Committees

Receiving Tubes: Dr. P. T. Weeks, Chairman, Raytheon Production Co.

Cathode Ray Tubes: Dr. T. T. Goldsmith, Chairman, Allen B. DuMont Laboratories, Inc.

Transmitting Tubes: R. W. Larson, Chairman, General Electric Co.

Sub-Committees

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Gas Rectifiers, etc.: D. V. Edwards, Chairman, Electrons, Inc.

Velocity Modulation Tubes, etc.: W. T. Cooke, Chairman, Sperry Gyroscope Co.

UHF Receiving Tubes: Wallace James, Chairman, RCA Manufacturing Co.

UHF Magnetrons: Dr. J. B. Fisk, Chairman, Bell Telephone Laboratories.

Miscellaneous Tubes (Gaps, Switches, etc.): D. E. Marshall, Westinghouse Electric & Mfg. Co.

Transmitter Section: J. J. Farrell, Chairman, General Electric Co.; W. L. Webb, Vice-Chairman, Bendix Radio.

Committees

Fixed Station Transmitters: J. A. Hutchinson, Chairman, Westinghouse Electric & Mfg. Co.

Mobile Transmitters: Frank A. Gunther, Chairman, Radio Engineering Laboratories.

Field Transmitters: D. Mitchell, Chairman, Galvin Manufacturing Corp.

Air Borne Transmitters: M. M. Hucke, Chairman, RCA Manufacturing Co.

Marine Transmitters: E. F. Herzog, Chairman, General Electric Co.

Receiver Section: Dorman D. Israel, Chairman, Emerson Radio & Phonograph Corp.; William Angus, Vice-Chairman, General Electric Co.

Committees

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Mobile Receivers: B. Ray Cummings, Chairman, Farnsworth Television & Radio Corp.

Field Receivers: G. E. Gustafson, Chairman, Zenith Radio Corp.

Air Borne Receivers: I. J. Kaar, Chairman, General Electric Co.

Marine Receivers: C. Gunther, Chairman, RCA Manufacturing Co.

Electronics Applications Section (Non-Communications): H. H. Willis, Chairman, Sperry Gyroscope Co.; D. G. Little, Vice-Chairman, Westinghouse Electric & Mfg. Co.

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Leonard H. Hole, Columbia Broadcasting System, Inc.; Dr. P. C. Goldmark, Alternate.

Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; Dr. T. T. Goldsmith, Alternate.

B. Ray Cummings, Farnsworth Television & Radio Corp.; Madison Cawein, Alternate.

Dr. E. F. W. Alexanderson, General Electric Co.;I. J. Kaar, Alternate.

Daniel E. Harnett, Hazeltine Service Corp.; W. A. MacDonald, Alternate.

Albert I. Lodwick, Hughes Tool Co.; A. F. Murray, Alternate.

Dr. Alfred N. Goldsmith, Institute of Radio Engineers; H. A. Wheeler, Alternate.

E. W. Engstrom, RCA Mfg. Co.; Dr. C. B. Jolliffe, Alternate.

D. G. Little, Westinghouse Electric & Mfg. Co.

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David B. Smith, Philco Corp.; F. J. Bingley, Alternate.

Dr. R. H. Manson, Stromberg-Carlson Telephone Mfg. Co.; Dr. G. R. Town, Alternate.

Paul Raibourn, Television Productions, Inc.

John R. Howland, Zenith Radio Corp.; J. E. Brown, Alternate.

CHIEF ENGINEERS

OF STATIONS IN UNITED STATES AND CANADA

AS OF JANUARY 1st, 1943

The "Win the War First" theme is readily apparent in comparing this year's listing of Radio Engineers with that of '42. The various branches of the armed forces and other government agencies have drawn heavily on personnel in this department particularly. A study would probably indicate that far more men have enlisted from station technical staffs than any other division of the business.

An unusual factor that the war provided is a strong sprinkling of female engineers in both large and small stations. Indications are that more and more feminine technicians will be trained and hired as the war continues.

Alabama

Anniston, WHMA.....James Hudson
Bessemer, WJLD.....Einer Larsen
Birmingham,
WAPI.....Norman S. Hurley
WSGN.....Paul Cram
Decatur, WMSL.....Calloway M. Callicott
Huntsville, WBHP.....John Garrison
Mobile,
WALA.....Raymond Hurley
Montgomery,
WCOV.....W. D. Weatherly
WSFA.....Cliff Shelkofsky
Selma, WHBB.....Edmund Jackson

Arizona

Lowell, KSUN.....Earl Kirkman
Phoenix,
KOY.....Robert Thompson
KPHO.....Louis Sublett
KTAR.....Harold Haughawout
Prescott, KYCA.....John R. Quinn
Safford, KGLU.....Herbert Hartman
Tucson, KTUC.....Cliff Livingston
Yuma, KYUM.....Leavenworth Wheeler

Arkansas

Blytheville, KLCN.....Bob Connor
El Dorado, KELD.....Ewing Canaday
Fort Smith, KFPW.....Bill Slates
Helena, KFFA.....J. C. Warren
Hot Springs National Park, KTHS...J. C. Norman
Little Rock,
KWFC.....Charles Greenley
KGHI.....K. F. Tracy
KLRA.....K. F. Tracy
Siloam Springs, KUOA.....Cecil E. Smith
Texarkana, KCMC.....Charles Mathis

California

Bakersfield,
KERN.....Verne Shatto
Beverly Hills, KMPC.....Lloyd Sigmon
Chico, KHSL.....Emory P. Milburn
Eureka, KIEM....Alvor Olson, William R. Rambo
El Centro, KXO.....James Coin
Fresno,
KARM.....John F. Scales
KFRE.....Sheldon Anderson
KMJ.....William N. Wallace
Hollywood, KMTR.....Pete Wilson
Long Beach, KGER.....Jay Tapp
Los Angeles,
KECA.....H. L. Blatterman, Curtis W. Mason
KFAC.....H. W. Anderson
KFI.....H. L. Blatterman, Curtis W. Mason
KFSG.....Myron Kluge
KFVD.....John A. Smithson
KFWB.....Harry Myers
KHJ.....Frank Kennedy
KNX.....Lester H. Bowman
KRKD.....Willis O. Freitag
Marysville, KMYC.....B. B. Ballard
Meroed, KYOS.....John E. Boren
Modesto, KTRB.....Wayne Berthold
Monterey, KDON.....Edward C. Duty
Oakland,
KLS.....Howard Faulknor
KLX.....Ros Smith
KROW.....C. E. Downey
Pasadena,
KPAS.....John A. Smithson
KWKW.....Paul Spargo
Redding, KVCV.....Pat O'Brien
Riverside, KPRO.....R. H. McGaughey
Sacramento,
KFBK.....Stan Sronce
KROY.....Howard Martinean
San Bernardino, KFXM.....Richard T. Sampson
San Diego,
KFMB.....Leslie G. Hewitt
KGB.....Vern Milton
San Francisco,
KFRC.....Jim McArdle
KGO.....T. B. Palmer
KPO.....T. B. Palmer
KSAN.....N. J. Patterson
KSFO.....Royal V. Howard
KYA.....Paul C. Schulz
San Jose, KQW.....W. C. Gilman
San Luis Obispo, KVEC.....Earl Travis
Santa Ana, KVOE.....Wallace S. Wiggins
San Barbara,
KDB.....William C. Buckley
KTMS.....Winfred Wileman
Santa Rosa, KSRO.....Howard McCauley
Stockton,
KDGM.....Fred Eilers
KWG.....Lee Berryhill
Visalia, KTKC.....Bert Williamson
Watsonville, KHUB.....E. H. Calder

Colorado

Colorado Springs, KVOR.....H. C. Strang
Denver,
KFEL.....Walter Selden
KLZ.....Harvey Wehrman
KMYR.....Glen James
KOA.....Robert H. Owen
Grand Junction, KFXJ.....Eph Towne
Greeley, KFKA.....Kenneth Cooper

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Connecticut

Bridgeport,
WICC.....George Keich
WNAB.....Gard Ray
Hartford,
WDRC.....Italo A. Martino
WNBC.....Roger B. Holt
WTIC.....H. D. Taylor
WTHT.....Richard K. Blackburn
New Britain, WNBC.....Roger B. Holt
New Haven, WELI.....J. Gordon Keyworth
New London, WNLC.....Francis Stephens
Waterbury,
WATR.....Harold Thomas
WBRY.....Frank Hales
Stamford, WSRR.....John Reilly

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Delaware

Wilmington, WILM.....J. E. Mathiot

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District of Columbia

Washington,
WINX.....Ralph E. Cannon, Jr.
WJSV.....Clyde Hunt
WMAL.....H. A. Wadsworth
WOL.....Harry Lyon
WRC.....A. E. Johnson
WWDC.....U. L. Lynch

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Florida

Gainesville, WRUF.....Dr. Palmer Craig
Jacksonville,
WJAX.....John T. Hopkins, 3rd
WJHP.....B. Hayford
WMBR.....E. B. Vordermark
WPDQ.....James R. Donovan
Lakeland, WLAK.....Wm. P. Lee
Lake Worth, WWPG.....W. H. Malone
Miami,
WIOD.....Bob Barwick
WQAM.....T. C. Wisenbacker
Miami Beach, WKAT.Arthur Smith, Thomas Magee
Ocala, WTMC.....Beecher Hayford, H. F. Lange
Orlando,
WDBO.....J. E. Yarbrough
Palm Beach, WWPG.....Paul McGinty
WLOF.....Harold A. Jenkins
Panama City, WDLP.....Beecher Hayford
Pensacola, WCOA.....G. E. Mead
St. Petersburg,
St. Augustine, WFOY.....Pat Bernhard
WSUN.....Louis J. Link
WTSP.....Joe Latimer
Sarasota, WSPB.....Bill Sheetz
Tallahassee, WTAL.....William A. Snowden, Jr.
Tampa,
WDAE.....William Pharr Moore
WFLA.....Joe Mitchell
West Palm Beach, WJNO.....E. Whitt MacDowell

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Georgia

Albany,
WALB.....Noel Martin
WGPC.....Charles M. Kinnett
Atlanta,
WAGA.....Russ Shettler
WATL.....Zenas Sears
Augusta,
WGAC.....DeForest Layton
WSB.....C. F. "Harry" Daugherty
Augusta, WRDW.....Harvey Aderhold
Brunswick, WMOG.....Kenneth E. White
Cedartown, WGAA.....Clarence Landress
Columbus, WRBL.....Wilfred Siddle
Cordele, WMJM.....Clayton Lee
Dalton, WBLJ.....W. C. Roberts
Gainesville, WGGA.....F. K. Brown
Macon,
WBML.....Mary Hester Richardson
WMAZ.....George P. Rankin, Jr.
Moultrie, WMGA.....James Wilder
Rome, WRGA.....R. L. Starr
Savannah,
WSAV.....Meredith E. Thompson
WTOC.....Claude M. Gray
Toccoa, WRLC.....H. C. Lindahl
Valdosta, WGOV.....L. C. McCall
Waycross, WAYX.....John T. Tobola
West Point, WDAK.....Dige Bishop

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Idaho

Boise, KIDO.....H. W. Toedtemeier
Lewiston, KRLC.....Milton MacLafferty
Nampa, KFXD.....Eddie Hurt
Pocatello, KSEI.....Henry H. Fletcher
Twin Falls, KTFI.....Franklin V. Cox
Wallace, KWAL.....Charles Crane

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Illinois

Aurora, WMRO.....Mary Louise Brown
Champaign, WDWS.....Jack Baum
Chicago,
WAAF.....Carl Uhlrich
WAIT.....Edward J. Jacker
WBBM.....Frank B. Falknor
WCFL.....Maynard F. Marquardt
WEDC.....Chester Lewicki
WENR.....E. C. Hortsman
WGES.....George Bush
WGN.....George Lang
WJJD.....Walter Myers
WLS.....Thomas L. Rowe
WMAQ.....Howard C. Luttgens
WMBI.....A. P. Frye
WSBC.....Dean Remick
Cicero, WHFC.....George M. Ives, Jr.
Danville, WDAN.....Theodore Magin
Decatur, WSOY.....M. H. Stuckwish
East St. Louis, WTMV.....Thomas R. McLean
Galesburg, WGIL.....Dale King
Harrisburg, WEBQ.....Joseph R. Tate
Herrin, WJPF.....Lynton R. Lemond
Jacksonville, WLDS.....Gerald Cassens
Peoria, WMBD.....Ted Giles
Quincy, WTAD.....Francis Wentura
Rockford, WROK.....T. C. Cameron
Rock Island, WHBF.....R. J. Sinnett
Springfield, WDZ.....Harold L. Dewing
Tuscola, WDZ.....Mark Spies
Urbana, WILL.....A. James Ebel

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Indiana

Anderson, WHBU.....L. F. Podhaski
Elkhart, WTRC.....K. N. Singleton
Fort Wayne, WGL-WOWO.....Alva E. Smith
Gary, WIND.....Victor H. Voss
Hammond, WJOB.....Stanley Strousberg
WJWC.....William E. Albright
Indianapolis,
WFBM.....Harold Holland
WIBC.....Harry Adams
WIRE.....Eugene E. Alden
WISH.....Stokes Gresham, Jr.
Lafayette, WASK.....Russell Lewis
Muncie, WLBC.....M. M. Crain
South Bend, WSBT.....Paul Mangus
Terre Haute, WBOW.....Don Aldrich
Vincennes, WAOV.....Robert M. Henley
West Lafayette, WBBA.Howard Eckert, Earl Stout

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Iowa

Ames, WOI.....L. L. Lewis
Boone, KFGQ.....Paul R. Huntsinger
Burlington, KBUR.....Kirby Smith
Cedar Rapids, WMT.....Paul A. Palmer
Clinton, KROS.....Gilbert Andrew

Davenport, WOC.....Ray Stauffer
Decorah, KWLC.....Oliver M. Eittreim
Des Moines,
KRNT-KSO.....Paul Huntsinger
WHO.....P. A. Loyet
Dubuque,
KDTH.....Stan Beck
WKBB.....Leonard Carlson
Fort Dodge, KVFD.....Dave Sinclair
Iowa City, WSUI.....S. J. Ebert
Marshalltown, KFJB.....Alfred Urbashich
Mason City, KGLO.....Roger Sawyer
Ottumwa, KBIZ.....August P. Wendt
Shenandoah,
KFNF.....Earl Blakesley
KMA.....Ray Schroeder
Sioux City,
KSCJ.....Alvin H. Smith
KTRI.....Earl Huss
Spencer, KICD.....Hewitt D. Grotewohl
Waterloo, KXEL.....Don Kassner

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Kansas

Atchison, KVAK.....Charles Giles
Coffeyville, KGGF.....Sarto Jaminet
Dodge City, KGNO.....Ralph Hickman
Emporia, KTSW.....Harold E. Davis
Garden City, KIUL.....Henry McClintook
Great Bend, KVGB.....Leo Legleiter
Hutchinson, KWBW.....Millard Clary
Kansas City, KCKN.....Bernard Maltby
Lawrence, WREN.....Carl Bliesner
Manhattan, KSAC.....R. C. Dennison
Pittsburg, KOAM.....W. L. Brown
Salina, KSAL.....N. E. Vance, Jr.
Topeka, WIBW.....Karl Troegler
Wichita,
KANS.....Carl Hall
KFBI.....K. W. Pyle
KFH.....Amos C. Daisman

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Kentucky

Ashland, WCMI.....Clarence Weaver
Harlan, WHLN.....Max Cockley
Henderson, WSON.....Edwin L. Robb
Hopkinsville, WHOP.....Lynton R. Lemond
Lexington, WLAP.....Sanford Helt
Louisville,
WAVE.....Wilbur Hudson
WHAS.....D. C. Summerford
WINN.....Wayne J. Hatchett
New Albany (Louisville).....Perry Esten
Owensboro, WOMI.....Leslie Goodaker
Paducah, WPAD.....James Grant

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Louisiana

Alexandria, KALB.....Jesse Sexton
New Orleans,
WDSU.....C. L. Whitney
WNOE.....Ellis Trepeginer
WWL.....J. D. Bloom, Jr.
Shreveport,
KRMD.....R. M. Dean
KTBS.....C. H. Maddox
KWKH.....W. E. Antony

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Maine

Augusta, WRDO.....Harold Dinsmore
Lewiston, WCOU.....John T. Duty
Portland,
WCSH.....G. Fred Crandon
WGAN.....Roger W. Hodgkins

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Maryland

Baltimore,
WBAL.....George W. Cooke
WCAO.....Martin L. Jones
WFBR.....William Q. Ranft
WITH.....James Duff
Cumberland, WTBO.....L. Edward Pamphilon
Frederick, WFMD.....A. V. Tidmore
Hagerstown, WJEJ.....George W. McIntire
Salisbury, WBOC.....Peter A. Alfonsi

Massachusetts

WBZ.....F. M. Sloan
WBZA.....H. E. Randol
WCOP.....Roland C. Hale
WEEI.....W. J. Stiles
WHDH.....R. G. Matheson
WNAC.....Paul A. DeMars, Irving Robinson
WORL.....John Parker
Fall River, WSAR.....John C. Pavao
Fitchburg, KEIM.....Theodore Kalin
Greenfield, WHAI.....James L. Spates
Holyoke, WHYN.....Thomas Humphrey
Hyannis-West Yarmouth, WOCB.....L. D. Trefry
Hyannis, WOCB.....Rodney A. Merrill
Lawrence, WLAW.....George A. Hinckley
Lowell, WLLH.....Ralph Newton
New Bedford, WNBH.....Irving Vermilya
Pittsfield, WBRK.....Leonard Lavendol
Springfield,
WMAS.....Earle G. Hewinson
WSPR.....Lawrence A. Reilly
Worcester,
WAAB.....Irving B. Robinson
WTAG.....Elliot A. Browning

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Michigan

Bay City, WBCM.....Ralph H. Carpenter
Calumet, WHDF.....George L. Burgan
Detroit,
WJLB.....Edward H. Clark
WWJ.....Herbert F. Tank
WXYZ.....Verne C. Alston
East Lansing, WKAR.....Norris E. Grover
Flint, WFDF.....Frank D. Fallain
Grand Rapids, WOOD-WASH.....Fred W. Russell
Ironwood, WJMS.....Arne Dahlback
Jackson, WIBM.....Charles Wirtanen
Kalamazoo, WKZO.....Carl E. Lee
Lapeer, WMPC.....Hollis F. Hayes
Muskegon, WKBZ.....George Krivitzky
Pontiac, WCAR.....Wayne N. Cook
Port Huron, WHLS.....Leslie Conant
Royal Oak, WEXL.....Jerome Steadley
Saginaw, WSAM.....Simon Maruszan
Traverse City, WTCM.....Drew McClay

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Minnesota

Albert Lea, KATE.....Lawrence Lawson
Duluth,
KDAL.....Robert A. Dettman
WEBC.....William Lounsberry
Hibbing, WMFG.....Wm. Lounsberry
Mankato, KYSM.....James Houts
Minneapolis,
WCCO.....Hugh S. McCartney
WDGY.....Dr. George W. Young
WLB.....Burton Holmberg
WLOL.....Gene Brautigam, Ogden Prestholdt
WTCN.....Myron Fleming
Moorhead, KVOX.....Dick Noble
Northfield, WCAL.....O. W. Halderson
St. Cloud, KFAM.....Robert B. Witschen
St. Paul, WMIN.....Warren Fritze
Virginia, WHLB.....Wayne Kestila
Willmar, KWLM.....Vern Baumgartner

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Mississippi

Columbus, WCBI.....Maxwell Williams
Greenville, WJPR.....R. L. Lee
Greenwood, WGRM.....Gordon Clark
Gulfport, WGCM.....Donovan Murphy
Jackson, WSLI.....C. A. Perkins
Laurel, WAML.....Bruce Dennis
McComb, WSKB.....Robert Louis Sanders
Meridian, WOOC.....D. W. Gavin
Natchez, WMIS.....Thomas Patterson
Vicksburg, WQBC.....C. E. Drake

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Missouri

Columbia, KFRU.....Robert Haigh
Hannibal, KHMO.....Warren E. McFadden
Joplin, WMBH.....Richard Meek
Kansas City,

KCMO.....Jack Stewart
KMBC.....A. R. Moler
WDAF.....Joseph A. Flaherty
Poplar Bluff, KWOC.....Don Lidenton
St. Joseph, KFEQ.....Fred H. Damm
St. Louis,
KFVO.....Carl H. Meyer
KWK.....Rich Hayes
KXOK.....Arthur Rekart
WEW.....George E. Rueppel
WIL.....Chal C. Stoup
Sedalia, KDRO.....Bing G. Wong
Springfield,
KGBX-KWTO.....Fritz Bauer
KTTO.....Frank L. Barker

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Montana

Billings, KGHL.....Jeff Kiichli
Bozeman, KRBM.....Jack Provis
Great Falls, KFBB.....Wilbur Myhre
Helena, KPFA.....R. D. Martin
Kalispell, KGEZ.....Donald Gorman
Miles City, KGVO.....R. E. Nelson
Missoula, KGVO.....Fred Wamble
Sidney, KGCX.....Otto E. Moates

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Nebraska

Fremont, KORN.....Lee Gustavson
Grand Island, KMMJ.....D. Swanson
Hastings, KHAS.....Duane B. Allison
Kearney, KGFW.....Jack Lewis
Lincoln, KFAB-KFOR.....Mark W. Bullock
Norfolk, WJAG.....Frank Weidenbach
North Platte, KGNF.....J. B. Eaves
Omaha,
KBON.....Richard Wina
KOIL.....Mark Bullock
KOWH.....F. E. Shopen, Jr.
WOW.....William J. Kotera

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Nevada

Reno, KOH.....M. Hewlitt Kees

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New Hampshire

Keene, WKNE.....Howard Ayer
Laconia, WLNH.....Louis Steady
Manchester,
WFEA.....Reginald A. B. Schow
WMUR.....Vincent H. Chandler
Portsmouth, WHEB.....Paul Lindsay

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New Jersey

Asbury Park, WCAP.....Gordon Shaw
Atlantic City,
WBAB.....Earle Godfrey
WFPG.....Blair K. Thorn
Camden, WCAM.....C. E. Onens
Jersey City,
WAAT.....Frank V. Bremer
WHOM.....Allison Burnham
Paterson, WPAT.....Earl F. Lucas
Trenton,
WTNJ.....Edward P. Knowles
Zaraphath, WAWZ.....Nathaniel Wilson

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New Mexico

Albuquerque,
KGGM.....Leonard Dodds
KOB.....George S. Johnson
Carlsbad, KAVE.....David O. Crouch
Clovis, KICA.....Vernon Hughes
Hobbs, KWEW.....Chet L. Gonce
Las Vegas, KFUN.....A. F. Schultz
Roswell, KGFL.....Melvin Unger

New York

Albany,
WABY.....J. H. Corey
WOKO.....O. A. Sardi
Auburn, WMBO.....Herbert House
Batavia, WBTA.....Howard Cochran
Binghamton, WNBF.....Lester H. Gilbert
Brooklyn,
WBYN.....Peter Testan
WLIB.....Arthur Faske
Buffalo,
WBEN.....Ralph J. Kingsley
WBNY.....Thomas L. Vines
WEBR.....Raymond Lamy
WGR.....K. B. Hoffman
WKBW.....K. B. Hoffman
Elmira, WENY.....Thurlow A. Greane
Freeport, WGBB.....Robert Milos
Ithaca, WHCU.....True McLean
Jamestown, WJTN.....Harold J. Kratzert
Kingston, WKNY.....M. S. Seimes
Middletown, WALL.....Martin Karig, Jr.
Newburgh, WGNY.....John Bondy
New York,
WABC.....Henry Grossman
WEAF (NBC).....F. A. Wankel
WEVD.....Charles Brown
WHN.....Paul Fuelling
WINS.....Paul Von Kunits
WJZ (Blue Network).....George Milne
WMCA.....Frank Marx
WOR.....J. R. Poppele
WOV.....Hillis W. Holt
WNEW.....M. J. Weiner
WQXR.....Russell D. Valentine
Niagara Falls, WHLD.....Robert Wilson
Ogsdenburg, WSLB.....Clifford Moore
Olean, WHDL.....Karl Haberman
Plattsburg, WMFF.....Jack Nazak
Poughkeepsie, WKIP.....John Burke
Rochester,
WHAM.....Kenneth Gardner
WHEC.....Bernard C. O'Brien
WSAY.....Gordon P. Brown
Schenectady, WGY.....W. J. Purcell
Syracuse,
WAGE.....Charles Brannen
WFBL.....Alfred R. Marcy
WSYR.....A. G. Belle Isle
Troy, WTRY....William Watson, W. J. Lardner
Utica, WIBX.....J. T. Dowdell
Watertown,
WATN.....Vernice E. Baxter
WWNY.....Maynard B. Davis
White Plains, WFAS.....Harry C. Laubenstein
Woodside, WWRL.....William H. Reuman

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North Carolina

Asheville, WISE.....Charles W. Sumner
Burlington, WBBB.....James Beatty
Charlotte,
WAYS.....Bob Rigby
WBT.....J. J. Beloungy
WSOC.....L. L. Caudle, Jr.
Durham, WDNC.....Walter Hill
Elizabeth City, WCNC.....Joe Kyle
Fayetteville, WFNC.....Howard Harrell
Gastonia, WGNC.....W. C. Groves, Jr.
Goldsboro, WGBR.....Daniel B. Trueblood
Greensboro,
WBIG.....Earl Allison
WGBG.....Clyde C. Penny
Greenville, WGTC.....Hank Tribley
Hickory, WHKY.....E. S. Long
High Point, WMFR.....Robert P. Boyd
New Bern, WHIT.....Glen Neuville
Raleigh,
WPTF.....Henry Hulick, Jr.
WRAL.....Stanley H. Brown
Roanoke Rapids, WCBT.....Lewis Hiland
Salisbury, WSTP.....Carl B. Watson

Washington, WRRF ..... George P. Martin
Wilmington, WMFD ..... S. Harold Jones
Wilson, WGTM ..... Warren Wooten
Winston-Salem,
WAIR ..... Leon Lloyd
WSJS ..... Phil Hedrick

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North Dakota

Bismarck, KFYR ..... Ivar Nelson
Devil's Lake, KDLR ..... Richard Moritz
Fargo, WDAY ..... Julius Hetland
Grand Forks, KFJM ..... Edwin J. O'Brien
Minot, KLPM ..... C. W. Baker
Valley City, KOVC ..... Charles Sjostrom

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Ohio

Akron,
WADC ..... John Aitkenhead
WAKR ..... Wm. W. Robertson
WJW ..... Gerald Roberts
Ashtabula, WICA ..... G. G. Gautney
Canton, WHBC ..... Kenneth L. Sliker
Cincinnati
WCKY ..... C. H. Topmiller
WCPO ..... Glen A. Davis
WKRC ..... George Wilson
WLW ..... R. J. Rockwell
WSAI ..... R. J. Rockwell
Cleveland,
WCLE ..... Ralph DeLany
WGAR ..... R. Morris Pierce
WHK ..... Ralph DeLany
WTAM ..... S. E. Leonard
Columbus,
WBNS ..... Lester H. Nafzger
WCOL ..... James E. Lowe
WHKC ..... J. E. Anderson
WOSU ..... C. H. Boehnker
Dayton,
WHIO ..... Ernest L. Adams
WING ..... Paul F. Braden
Findlay, WFIN ..... Edgar Smith
Lima, WLOK ..... Jack E. Bannon
Mansfield, WMAN ..... Perry Wilson
Marion, WMRN ..... S. Robert Morrison
Portsmouth, WPAY ..... Maurice Myers
Steubenville, WSTV ..... Joseph M. Troesch
Toledo,
WSPD ..... William Stringfellow
WTOL ..... Frank B. Ridgeway
Warren, WRRN ..... William C. Minor
Youngstown, WKBN ..... B. T. Wilkins
Zanesville, WHIZ ..... William A. Hunt

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Oklahoma

Ada, KADA ..... William Lindsay
Ardmore, KVSO ..... George Milner
Bartlesville, KWON ..... Gil W. Ownby
Elk City, KASA ..... Clive Lee Neel
Enid, KCRC ..... Paul Snell
Muskogee, KBIX ..... D. W. Hoisington
Norman, WNAD ..... Franklin W. Harris
Oklahoma City,
KOMA ..... M. W. Thomas
KTOK ..... Clifford Easum
WKY ..... Herman J. Lovell
Okmulgee, KHBG ..... Chester Ludwick
Shawnee, KGFF ..... S. Ricciotti
Tulsa,
KOME ..... Bob Elmore
KTUL ..... Robert Snider
KVOO ..... L. W. Stinson

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Oregon

Albany, KWIL ..... Herb Davidson
Astoria, KAST ..... Raymond Williams
Baker, KBKR ..... Sidney Williams
Bend, KBND ..... Robert Dickinson
Corvallis, KOAC ..... Grant S. Feikert
The Dalles, KODL ..... Don Jones
Eugene, KORE ..... Harold Gander
Grant's Pass, KUIN ..... Edward A. Malone
La Grande, KLBM ..... Lee Ready
Marshfield, KOOS ..... Roger L. Spaugh
Medford, KMED ..... Dave Rees
Pendleton, KWRC ..... Paul E. Walden
Portland,
KBPS ..... Louis Ballinger
KEX-KGW ..... Harold Singleton
KALE-KOIN ..... Louis S. Bookwalter
KWJJ ..... Wilbur Jerman
KXL ..... Lew Ballanger
Roseburg, KRNR ..... Henry J. Chandler, Jr.
Salem, KSLM ..... Clyde Carlton

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Pennsylvania

Altoona, WFBG ..... Paul Rex
Butler, WISR ..... Clifford L. Gorsuch
Du Bois, WCED ..... Raymond Baird
Easton, WEST ..... J. E. Mathiot
Erie,
WERC ..... Charles Jenks
WLEU ..... Clarence Baker
Grove City, WSAJ ..... H. W. Harmon
Harrisburg,
WHP ..... R. S. Duncan
WKBO ..... J. E. Mathiot
Hazleton, WAZL ..... J. E. Mathiot
Johnstown, WJAC ..... Nevin Straub
Lancaster, WGAL ..... J. E. Mathiot
Lewistown, WMRF ..... Bernard H. Bopp
New Castle, WKST ..... Robert Emch
Philadelphia,
KYW ..... Ernest H. Gager
WCAU ..... (acting) George Lewis
WDAS ..... Frank Unterberger
WFIL ..... Louis E. Littlejohn
WIBG ..... John H. Henninger
WIP ..... Clifford Harris
WPEN ..... Charles W. Burtis
WTEL ..... Gray D. MacLaughlin
Pittsburgh,
KDKA ..... Dwight A. Myer
KQV ..... Walter McCoy
WCAE ..... James Schultz
WWSW ..... Henry R. Kaiser
Reading,
WEEU ..... R. A. Gaul
WRAW ..... H. O. Landis
Scranton,
WARM ..... Adolph Oschmann
WGBI ..... Kenneth R. Cooke
Sharon, WPIC ..... A. C. Heck
Sunbury, WKOK ..... Clif Kerstetter
Uniontown, WMBS ..... Harold Frueham
Washington, WJPA ..... Joseph M. Troesch
Wilkes-Barre,
WBAX ..... John Stenger, Jr.
WBRE ..... Charles Sakoski
Williamsport, WRAK ..... Louis N. Persio
York,
WORK ..... J. E. Mathiot
WSBA ..... Woodrow G. Eberhart

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Rhode Island

Pawtucket, WFCI ..... Gilbert Johnson
Providence, WPRO ..... Howard W. Thornley

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South Carolina

Anderson, WAIM ..... Harold C. Spengler
Charleston,
WCSC ..... James Weaver
WTMA ..... Douglass M. Bradham
Columbia,
WCOS ..... Harry Clippard
WIS ..... Scott Helt
Florence, WOLS ..... Herman Hanks
Greenville, WFBC ..... Clyde Etheridge
Greenwood, WCRS ..... E. C. Niemann
Spartanburg, WORD-WSPA,
Murray Coleman, Harold Beckholt
Sumter, WFIG ..... William E. Williams

South Dakota

Aberdeen, KABR.....Delbert T. Hunt
Rapid City,
KOBH.....M. J. Jones
WCAT.....E. E. Clark
Sioux Falls, KELO-KSOO.....Max Staley
Vermillion, KUSD.....Tom Bedwell
Watertown, KWAT.....Francis Alwin
Yankton, WNAX.....Clifford Todd

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Tennessee

Bristol, WOPI.....R. H. Smith
Chattanooga,
WAPO.....B. B. Barnes
WDEF.....B. C. Baker
WDOD.....Julius Vessels
Clarksville, WJZM.....F. Kravitz
Cookeville, WHUB.....Charles R. Duke
Jackson, WTJS.....B. Carey Brummel
Johnson City, WJHL.....O. K. Garland
Kingsport, WKPT.....G. W. Upchurch
Knoxville,
WBIR.....Edward McGinley
WNOX.....J. B. Epperson
WROL.....Owen McReynolds
Memphis,
WHBQ.....W. M. Roy
WMC.....E. C. Frase, Jr.
WMPS.....J. G. Deaderick
Nashville,
WLAC.....F. D. Binns
WSM.....(Acting) George Reynolds

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Texas

Abilene, KRBC.....J. B. Casey
Amarillo,
KFDA.....Howard Blaker
KGNC.....Wm. H. Torrey
Austin,
KNOW.....James E. Lewis
KTBC.....G. C. Farmer
Beaumont, KRIC.....Ray Wheeler
Big Spring, KBST.....Andrew M. Jones
Brownwood, KBWD.....G. M. Patterson
College Station, WTAW.....H. C. Dillingham
Corpus Christi,
KEYS.....H. B. Lockhart
KRIS.....Robert S. Bush
Corsicana, KAND.....Gene Hellum
Dallas,
KRLD.....Roy M. Flynn
KSKY.....Morris M. Ming
WFAA.....Raymond Collins
WRR.....D. J. Tucker
El Paso,
KROD.....Edward P. Talbott
KTSM.....E. L. Gemoets
Fort Worth,
KFJZ.....Truett Kimzey
KGKO.....R. C. Stinson
WBAP.....R. C. Stinson
Galveston, KLUF.....Lee Clough
Harlingen, KGBS.....Marvin D. Myers
Houston,
KPRC.....H. T. Wheeler
KTRH.....Howard Robinson
KXYZ.....Gerald Chinski
Huntsville, KSAM.....Robert Newton
Lubbock, KFYO.....W. S. Bledsoe
Midland, KRLH.....Jack Cecil
Palestine, KNET.....Frank Goodson
Pampa, KPDN.....H. E. Kreiger
Paris, KPLT.....Mitchell Secrest
Port Arthur, KPAC.....Glen Boatright
San Angelo, KGKL.....Frank Jones
San Antonio,
KABC.....Kenneth Hyman
KMAC.....Charles F. Harris
KONO.....George W. Ing
KTSA.....W. G. Egerton
WOAI.....Fred Sterling
Sweetwater, KXOX.....G. W. Dotson
Tyler, KGKB.....John B. Sheppard
Vernon, KVWC.....Herman Ridgway
Waco, WACO.....L. H. Appleman
Weslaco, KRGV.....O. L. Hartwig
Wichita Falls, KWFT.....John Adams

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Utah

Cedar City, KSUB.....Hurschell Urie
Logan, KVNU.....C. N. Layne
Ogden, KLO.....W. D'Orr Cozzens
Provo, KOVO.....Gerald Peterson
Salt Lake City,
KDYL.....John M. Baldwin
KUTA.....Lyle Wahlquist

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Vermont

Burlington, WCAC.....John C. Quill
Rutland, WSYB.....David Lyons
St. Albans, WWSR.....Norman B. Lyons
Waterbury, WDEV.....Paul Hurd

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Virginia

Charlottesville, WCHV.....Walter Gray
Danville, WBTM.....Harry W. Spencer
Fredericksburg, WFVA.....James Garber
Lynchburg, WLVA.....John Orth
Martinsville, WMVA.....William R. Harmon
Newport News, WGR.....Raymond P. Aylor, Jr.
Norfolk, WTAR.....Julius L. Grether
Petersburg, WPID.....Fred Wagner
Richmond,
WMBG.....Wilfred H. Wood
WRNL.....Rudolph W. Raabe
WRVA.....David C. Woods
Roanoke,
WDBJ.....J. W. Robertson
WSLS.....Philip Briggs
Suffolk, WLPM.....William Rupp
Winchester, WINC.....Phil Whitney

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Washington

Aberdeen, KXRO.....W. M. McGoffin
Centralia-Chehalis, KELA.....Ellwood Lippencott
Everett, KEVE.....Vernon Downing
Olympia, KGY.....Vernon Johnson
Pullman, KWSC.....Sig Turnquist
Seattle,
KIRO.....James Hatfield
KJR.....F. J. Brott
KOL.....Perry C. Lind
KOMO.....F. J. Brott
KRSC.....George Freeman
KXA.....John Dubuque
Spokane,
KFIO.....Dee Waymire
KFPY.....George Langford
Tacoma,
KMO.....Joe Kolesar
KVI.....Raymond Griese
Walla Walla, KUJ.....M. L. MacLafferty
Vancouver, KVAN.....S. W. McCready

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West Virginia

Beckley, WJLS.....Al J. Ginkle
Bluefield, WHIS.....P. T. Flanagan
Charleston,
WCHS.....Odes E. Robinson
WGKV.....Denzil Pulley
Clarksburg, WBLK.....C. S. Clemans
Fairmont, WMMN.....Robert Hough
Huntington, WSAZ.....John R. Csensich
Logan, WLOG.....John Blackwood
Morgantown, WAJR.....Ray C. Spense
Parkersburg, WPAR.....Cecil Knowles
Welch, WBRW.....John Timberlake
Wheeling,
WKWK.....Fred Baker, Vernon Totten
WWVA.....Edwin L. Keim

Wisconsin

Appleton, WHBY.....George Merkle
Ashland, WATW.....Hine Dahlback
Fond du Lac, KFIZ.....Wendell S. Meyers
Green Bay, WTAQ.....Wallace Stengel
Janesville, WCLO.....William Havens
La Crosse, WKBH.....Al Leeman
Madison,
WHA.....John Stiehl
WIBA.....Norman Hahn
Manitowac, WOMT.....W. F. Dubin
Marinette, WMAM.....Martin R. Lund
Medford, WIGM.....Walter Ninneman
Milwaukee,
WEMP.....Raymond Host
WISN.....D. A. Weller
WTMJ.....Daniel W. Gellerup
Oshkosk, WOSH.....Nathan Willams
Racine, WRJN.....F. Lee Dechant
Rice Lake, WJMC.....Ray Pearson
Sheboygan, WHBL.....Herbert Mayer
Stevens Point, WLBL.....Donald L. Yapp
Superior, WDSM.....Melvin Laskey
Wausau, WSAU.....Roland Richardt
Wisconsin Rapids, WFHR.....Garth N. Bowker

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Wyoming

Cheyenne, KFBC.....Gaal Barrett
Powell, KPOW.....Del Brandt
Rock Springs, KVRS.....Archie Buchanan
Sheridan, KWYO.....Robert F. Crossthwaite

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Alaska

Anchorage, KFQD.....Hal Leighton
Fairbanks, KFAR.....Stanton Bennett

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Hawaii

Honolulu, KGMB.....Ernest Lindemann

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Puerto Rico

San Juan, WIAC.....Alfonso Sanchez

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Canada

Alberta

Calgary, CFAC.....Earl C. Connor
Edmonton,
CFRN.....F. Makepeace
CJCA.....Gordon Shillageer
CKUA.....J. W. Porteous
Grande Prairie, CFGP.....George Bliss
Lethbridge, CJOC.....James Ibey

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British Columbia

Kamloops, CFJC.....D. Sharpe
Kelowna, CKOV.....J. H. B. Browne
Nelson, CKLN.....F. W. Cameron
Prince Rupert, CFPR.....C. H. Insulander
Trail, CJAT.....E. C. Aylen
Vancouver,
CBR.....Norman Olding
CJOR.....A. Chandler
CKMO.....R. Whiteside
Victoria, CJVI.....J. Sommers

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Manitoba

Winnipeg, CKY.....W. A. Duffield

New Brunswick

Campbellton, CKNB.....L. P. Paquet
Fredericton, CFNB.....E. S. Cassidy
Moncton, CKCW.....A. J. White
Saint John, CHSJ.....J. G. Bishop

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Nova Scotia

Antigonish, CJEX.....Gordon MacDougall
Halifax, CHNS.....A. W. Greig
Sydney, CJCB.....A. Vernon
Yarmouth, CJLS.....Donald L. Smith

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Ontario

Brantford, CKPC.....Alfred Teague
Chatham, CFCO.....Gordon Brooks
Hamilton,
CHML.....William Crawford
CKOC.....L. Horton
Kingston,
CFRC.....Professor H. S. Stewart
CKWS.....George McCurdy
Kirkland Lake, CJKL.....Tom Watson
Kitchener, CKCR.....Ion Hartman
North Bay, CFCH.....Jack Barnaby
Ottawa, CBO.....E. C. Stewart
Owen Sound, CFOS.....William Vallins
Petersborough, CHEX.....Bert Crump
Prescott, CFLC.....G. W. Andrews
St. Catharines, CKTB.....W. H. Allen
Sault St. Marie, CJIC.....M. Fisher
Sault St. Marie, CJIC.....S. C. Cusack
Stratford, CJCS.....George Hildebrand
Sudbury, CKSO.....Jim McRae
Timmins, CKGB.....Ernest Mott
Toronto,
CBL.....M. L. Poole
CBY.....M. L. Poole
CFRB.....Jack Sharpe
CKCL.....Ernest O. Swan
Windsor, CKLW.....W. J. Carter
Wingham, CKNX.....Joe McGill

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Prince Edward Island

Charlottetown, CFCY.....R. F. Large
Summerside, CHGS.....Angus MacKee
Chicotini, CBJ.....J. E. Roberts
Hull, CKCH.....Max Gebhardt

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Quebec

Amos, CHAD.....George H. Pope
Montreal,
CBF.....Gordon W. Olive
CBM.....Gordon W. Olive
CFCF.....J. G. Gettenby
CHLP.....Alphonse Cloutier
CKAC.....Leonard Spencer
New Carlisle, CHNC.....J. R. McGough
Rouyn-Noranda, CKRN.....George H. Pope
Sherbrooke, CHLT.....Romeo Frechette
Three Rivers, CHLN.....Leon Trepanier
Val D'Or, CKVD.....George Pope

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Saskatchewan

Moose Jaw, CHAB.....M. Pickford
Prince Albert, CKBI.....Tom Vaness
Regina,
CJRM.....William McDonald
CKCK.....E. A. Strong
Saskatoon, CFQC.....Stan Clifton

AN UP-TO-THE-MINUTE LIST OF IMPORTANT

EQUIPMENT FIRMS

SUPPLYING RADIO IN ALL OF ITS BRANCHES

H. W. Acton Co., Inc.

370 Seventh Ave., New York, N. Y.
Phone LOngacre 5-4884
President.....Harry W. Acton
Treasurer.....Harold A. Bengeyfield
BRANCH OFFICE: Lowell, Mass.
PRODUCTS: Transcription, phonograph cutting and semi-permanent needles.

The Acme Elec. & Mfg. Co.

50 Water St., Cuba, N. Y.
Phone Cuba 4
President.....C. H. Bunch
Vice-President, Chief Engineer
J. A. Comstock
Treasurer.....L. E. Williams
Secretary.....W. F. Radon
BRANCH OFFICE: Clyde, N. Y.
PRODUCTS: Transmitting transformers, broadcast equipment, audio reactors, output and microphone input transformers, and other types of transformers.

Aerovox Corp.

740 Belleville Ave., New Bedford, Mass.
President.....S. I. Cole
Sales Manager.....Charles Golenpaul
PRODUCTS: Capacitors, paper, electrolytic and mica, for transmitting, receiving and electronic applications, including paper, oil and wax impregnated, moulded-mica, bakelite-cased and ceramic-cased-mica capacitors; carbon and wire-wound resistors; electrolytics for filter circuits, motor-starting and industrial applications.

Aircraft Accessories Corp.

Fairfax & Funston Roads, Kansas City, Kans.
Phone: FAirfax 3200
President.....Randolph C. Walker
Vice-President.....Clifford C. Andrews
Sales Manager.....Emery Johnson
PRODUCTS: Transmitters, piezo-electric crystals aviation antenna.

Air King Products Co., Inc.

1523-29 Sixty-third St., Brooklyn, N. Y.
Phone: BEachview 2-6700
President.....J. P. Lieberman
Vice-President.....H. D. Halperin
Sales Manager.....Jules Frank
PRODUCTS: Receiving sets, radio-phonograph combinations, television receiving sets.

Allen-Bradley Co.

136 W. Greenfield Ave., Milwaukee, Wisc.
Phone: MItchell 5151
President.....Harry L. Bradley
Vice-President & General Manager
F. F. Loock
PRODUCTS: Fixed and variable composition resistors.

The Alliance Manufacturing Co.

Lake Park Blvd., Alliance, Ohio
President.....W. H. Purcell
General Manager.....Owen L. Lewis
PRODUCTS: Phonograph motors, record changer motors, recording motors, tuning motors.

American Condenser Corp.

2508 S. Michigan Ave., Chicago, Ill.
Phone: CAlumet 5903
President & General Manager
Irving Menschik
PRODUCTS: Transmitting condensers, electrolytic condensers, ignition condensers, by-pass condensers.

American Microphone Co., Ltd.

1915 S. Western Ave., Los Angeles, Calif.
Phone PA 1161
President.....P. S. Gramer
Vice-President.....F. A. Yarbrough
Secretary.....Z. R. Yarbrough
PRODUCTS: Microphones.

American Microphone & Telephone Co.

1220 Glendon Ave., Los Angeles, Calif.
President.....C. W. Evans
Supt., Intercommunicating Equipment
M. E. Harris
Foreman, Microphone Dept.....O. B. Carrier
PRODUCTS: Microphones, intercommunicating telephones, talk-back equipment, amplifiers.

The American Steel Package Co.

Squire Ave., Defiance, Ohio
President.....G. E. Behringer
Sales Manager.....W. F. Reiter
PRODUCTS: Variable gang tuning condensers, air trimmer condensers.

Amperex Electronic Products
79 Washington St., Brooklyn, N. Y.
Phone Cumberland 6-4430
Sales Manager.....S. Norris
BRANCH OFFICES: 1623 S. Hill St., Los Angeles, Calif.; 3218 Western Ave., Seattle, Wash.; 9 S. Clinton St., Chicago, Ill. PRODUCTS: Transmitting Tubes.

Amplifier Co. of America
17 W. 20th St., New York, N. Y.
CHelsea 2-6998
General Manager.....N. M. Haynes
Chief Engineer.....A. C. Shaney
Sales Manager.....H. S. Manney
PRODUCTS: Program, Monitor, and Audition Amplifiers, Voltage Regulators, Audio Transformers, Audio Reactors, Equalizers, Band Pass, High Pass, and Low Pass Filters, Band Rejection Filters, 6, 12, 36 and 48-volt Humless Regulated (DC) Power Supplies, Volume Indicators, Direct-Coupled Amplifiers, Code Training Oscillators, Tape Inkers, Portable P. A. Systems, Telephone Repeaters, High Fidelity Transformers, Saturable Reactors.

Amy, Aceves & King, Inc.
11 West 42nd St., New York, N. Y.
Phone LOngacre 5-6622
President .....Ernest V. Amy
General Manager.....Frank King
PRODUCTS: Receiving sets.

Andrea Radio Corp.
43-20 *Thirty-fourth St., Long Island City,* N. Y.
Phone: STillwell 4-4754
President.....F. A. D. Andrea
PRODUCTS: Receiving sets, television sets.

Ansley Radio Corp.
21-10 49th Ave., Long Island City, N. Y.
Phone STillwell 4-4405
President.....Arthur C. Ansley
Secretary-Treasurer.....Anne Klein Ansley
Purchasing Agent.....D. Prato
PRODUCTS: Radio-Phonograph Combinations, Marine Direction Finder.

The Arnold Engineering Co.
147 E. Ontario St., Chicago, Ill.
Phone: WHItehall 6677
President-General Manager
Robert M. Arnold
PRODUCTS: Alnico permanent magnets and other magnetic material.

Audak Company
500 Fifth Ave., New York, N. Y.
Phone LA 4-3723
Contact.....Geo. V. Sullivan
BRANCH OFFICES: All key cities. PRODUCTS: Microdyne Pickups, Cutting Heads, and Acoustic Instruments.

Audio Devices, Inc.
1600 Broadway, N. Y. C.
Phone CI 5-5696
President.....Hazard E. Reeves
General Manager.....Bryce Haynes
Traffic Manager.....Donald E. Ward
Research Engineer.....E. J. Frank
PRODUCTS: Instantaneous Acetate Recording Blanks, All Types of Cutting and Playback Style, Audiodisc Chipchaser and Groovoscope, Audio Devices Sound Effects Kit, and Audiodisc Recording Blanks.

John F. Beasley Construction Co.
P. O. Box 1642, Muskogee, Okla.
Phone Muskogee 4762
Owner.....John F. Beasley
BRANCH OFFICE: 1303-4 Gulf States Bldg., Dallas, Tex. PRODUCTS: Steel construction.

Automatic Radio Mfg. Co.
122 Brookline Ave., Boston, Mass.
Phone: COMmonwealth 1420
President.....David Housman
Sales Manager.....F. P. Altshul
PRODUCTS: Receiving sets.

Bank's Manufacturing Co.
1105 Lawrence Ave., Chicago, Ill.
Phone: LONg Beach 6272
Owner.....Maurice Bank
Sales Manager.....M. Hoaglund
PRODUCTS: Public address systems, amplifiers, low capacity relays and special parts.

The Bead Chain Manufacturing Co.
110 Mountain Grove St., Bridgeport, Conn.
President-General Manager....W. G. Bryant
Vice-President & Sales Manager..W. G. Blatz
PRODUCT: Tube contact pins.

Belmont Radio Corp.
5921 Dickens Ave., Chicago, Ill.
Phone: BERkshire 7000
President.....P. S. Billings
Vice-President.....H. C. Mattes
Sales Manager.....S. Freshman
PRODUCTS: Receiving sets, radio-phonograph combinations, amplifiers.

Bendix Radio (Division of Bendix Aviation Corp.)
East Joppa Rd., Towson, Md.
920 E. Fort Ave., Baltimore, Md. (General offices)
President.....E. R. Breech
Director of Sales & Engineering
W. P. Hilliard
Sales Contact.....J. W. Hammond
PRODUCTS: Receiving sets, transmitters, radio compasses and accessories.

Bentley, Harris Mfg. Co.

Hector & Lime Sts., Conshohocken, Pa.
President-General Manager
William H. Bentley
PRODUCTS: Varnished tubing, saturated sleeving.

William Brand & Co.

276 Fourth Ave., New York, N. Y.
Phone: ALgonquin 4-4929
PRODUCTS: Insulating, varnished tubing, synthetic extruded tubing, saturated sleeving, mica condenser films and fabricated parts, mica sheets, mica composites, varnished cambric and paper, etc.

Blaw-Knox Co.

Pittsburgh, Pa.
Phone St. 2700
BRANCH OFFICES: Peoples Gas Bldg., Chicago; Brown-Marx Bldg., Birmingham, Ala.; 342 Madison Ave., N. Y. C.; 1617 Pennsylvania Blvd., Phila. PRODUCTS Radio Towers.

Bliley Elec. Co.

P. O. Box 1070, Erie, Pa.
Phone 26-857
President-General Manager.....F. D. Bliley
Sales Manager.....G. E. Wright
Purchasing Agent.....O. L. Horsman
Advertising Manager.....F. A. Lennberg
Vice-Pres.....C. C. Collman
Chief Engineer.....J. M. Wolfskill
Production Manager.....W. R. Mong
PRODUCTS: Quartz Piezo-Electric Crystals and Mountings. Quartz Crystals for Transmitter and Receiver Frequency Control, for Filters, Ultrasonics, Piezo-Electric Pressure Gauges and for special optical or electrical applications.

Boonton Radio Corp.

P. O. Box 390, Boonton, N. J.
Phone Boonton 8-0795
President.....W. D. Loughlin
Sec'y-Treasurer.....W. H. Albert
General Manager.....G. A. Downsbrough
PRODUCTS: Generators, broadcasting equipment.

Browning Laboratories, Inc.

750 Main St., Winchester, Mass
Phone WINchester 2121
President.....G. H. Browning
Vice-President & Sales Manager
R. L. Purrington
General Manager.....C. H. Day
PRODUCTS: Frequency meters, FM apparatus.

The Brush Development Co.

3311 Perkins Ave., Cleveland, Ohio
Phone: Endicott 3315
Chairman of Board.....W. R. Burwell
President.....A. L. Williams
Vice-President.....V. B. Phillips
Advertising-Personnel.....W. H. Shelton
PRODUCTS: Microphones, headphones, phonograph pickups, record cutters, magnetic tape recording equipment.

Bud Radio, Inc.

2118 E. 55th St., Cleveland, O.
Phone HE 7166
President.....Max L. Haas
Vice President.....George Grostick
General Manager .....M. L. Haas
Treasurer.....H. A. Haas
Secretary.....M. C. Dawson
Engineer.....R. B. Applegate
Production Manager.....A. M. Crombie
PRODUCTS: Visible Condensers, Relay Racks, Panels, Chassis, Cabinets, Coils, R. F., Band Switching, Plugs, Switches, Jacks, dials, Sockets, Name Plates, Tube Shields.

William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego, Calif.
Phone Talbot 4943
Contact.....William W. L. Burnett
PRODUCTS: Piezo-Electric Crystals, Holders, Constant Temperature Ovens, Frequency Measuring Equipment, Laboratory Equipment, Conducting of Radio Laboratory Measurements, Frequency Monitoring Service.

C. F. Cannon Co.

Main St., Springwater, N. Y.
Sales Contact.....C. F. Cannon
PRODUCTS: Headsets.

Centralab Division of Globe-Union, Inc.)

900 East Keefe Ave., Milwaukee, Wisc.
Phone: EDgewood 9200
President.....C. O. Wanvig
Vice-President .....H. E. Osmun
PRODUCTS: Variable resistors, volume and tone controls, fixed resistors, ceramic capacitors, switches.

Chicago Moulded Products Corp.

1020 N. Kolmer Ave., Chicago, Ill.
Phone: CAPitol 1020
President.....M. C. Bachner
Vice-President .....E. C. Maywald
Vice-President.....M. F. Bachner
PRODUCTS: Cabinets, synthetic moulded parts.

Chicago Telephone Supply Co.

1142-1228 W. Beardsley Ave., Elkhart, Ind.
President.....F. C. Best
Sales Manager.....W. A. Nicely
PRODUCTS: Volume controls, tone controls, switches, plugs, jacks, headsets, ringers, generators, remote controls, switch keys, push switches.

Chicago Transformer Corp.

3501 Addison St., Chicago, Ill.
Phone INDependence 1120
President.....W. J. Leidy
Sales Manager.....G. R. Blackburn
PRODUCTS: Transformers and reactors.

Cinch Manufacturing Corp.

2335 W. Van Buren St., Chicago, Ill.
Phone: SEEly 0733
President.....A. W. Kimbell
Vice-President.....W. G. Roby
General Manager.....J. J. Steffen
Sales Manager.....E. E. Hannigan
PRODUCTS: Tube sockets, soldering lugs, terminal strips, binding posts, connector plugs.

Clarostat Mfg. Co., Inc.

285 N. 6th St., Brooklyn, N. Y.
Phone EV 8-6770
President.....John J. Mucher
General Manager.....Victor Mucher
Treasurer .....Jacob Mucher
Secretary .....Stephen Mucher
Chief Engineer.....George Mucher
Sales Engineer.....J. Edward Trefz
BRANCH OFFICES: 540 No. Mich. Ave., Chicago. PRODUCTS: Fixed and Variable Power Resistors, Power Rheostats, Power Resistor Decade Boxes, Wire Wound Potentiometers, "T" "L" Cism Pads, 25 and 10 Watt Attenuators, Special Resistor Products, and Composition Potentiometers.

Coil Engineering & Mfg. Co.

Roanoke, Ind.
President-General Manager
W. Eugene Strait
PRODUCTS: Electrical coil windings.

Colonel Radio Corp.

254 Rano St., Buffalo, N. Y.
Phone: RIverside 2450
President.....A. H. Gardner
PRODUCTS: Receiving sets, radio-phonograph combinations.

Communication Equipment & Engineering Co.

504 N. Parkside Ave., Chicago, Ill.
Phone: EStebrook 3110
President.....Robert A. Clark
PRODUCTS: Transmitters, receivers, amplifiers and test equipment.

Continental Carbon, Inc.

13900 Lorain Ave., Cleveland, Ohio
Phone: CLearwater 3962
Vice-President & Sales Manager
W. M. Kohring
PRODUCTS: Carbon and wire-wound resistors, suppressors, precision resistors for meters, paper dielectric condensors, filternoys.

Continental Radio & Television Corp.

3800 Cortland St., Chicago, Ill.
Phone: SPAlding 1400
President.....Ross D. Siragusa
Sales Manager.....J. H. Clippinger
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, parts.

Cornell-Dubilier Electric Corp.

333 Hamilton Blvd., S. Plainfield, N. J.
Phone: PLainfield 6-9000
President-General Manager....Octave Blake
Vice-President.....William Dubilier
Vice-President.....Charles H. Caine
Sales Manager.....A. Williams
Advertising & Sales Promotion Manager
William G. Many
PRODUCTS: Capacitors for all radio and electronic applications, filters, capacitor test instruments.

Corning Glass Works

Corning, New York
Phone: Corning 372
President.....Glen W. Cole
Vice-President.....W. C. Decker
Sales Manager.....E. F. Ling
Contact.....C. J. Phillips
PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, insulators, coil forms, resistor tubes.

Cornish Wire Co., Inc.

15 Park Row, New York, N. Y.
Phone CO 7-2525
President.....John Cook
Contact.....W. F. Osler, Jr.
PRODUCTS: Radio and Electrical Wires and Cables.

Crescent Industries, Inc.

4140 W. Belmont Ave., Chicago, Ill.
Phone: PENsacola 6300
President.....Henry H. Gefvert
General Manager.....Nels Lenberg
PRODUCTS: Speakers, tools and dies, transformer channel frames, pulleys and brackets.

The Crosley Corp.
1329 Arlington St., Cincinnati, Ohio
Phone: KIrby 6600
President.....Powell Crosley, Jr.
Vice-President & General Manager
R. C. Cosgrove
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, tubes, service parts and antennas.

Crowe Name Plate & Mfg. Co.
3701 Ravenswood Ave., Chicago, Ill.
Phone: BITtersweet 7500
President.....E. C. Coolidge
Sales Manager.....Marvin M. Lane
PRODUCTS: Escutcheons, dials, cabinets, tuning devices, knobs, pointers, name-plates.

DeWald Radio Mfg. Corp.
440 Lafayette St., New York, N. Y.
Phone: GRamercy 7-6776
President..... David Wald
Sales Manager.....Louis N. Weiss
PRODUCTS: Receiving sets, radio-phonograph combinations, record-players, trimmer condensers.

Doolittle Radio Co.
7421 S. Loomis St., Chicago, Ill.
President.....E. M. Doolittle
Vice-President.....Dudley Gray
Sales Manager.....C. M. Rodman
PRODUCTS: Radio Communication equipment.

Wilbur B. Driver Co.
150 Riverside Ave., Newark, N. J.
Phone: HUmboldt 2-5550
President.....Wilbur B. Driver
Vice-President.....Robert O. Driver
Sales Manager.....Sidney A. Wood
PRODUCTS: Carbonized Nickel ribbon, nickel support wire, grid wire, filament wire, resistance wire.

Dumont Electric Co.
34 Hubert St., New York, N. Y.
Phone: CAnal 6-7980
President & Sales Manager...Philip Dubilier
Vice-President.....J. Dubilier
PRODUCTS: Paper, electrolytic and mica condensers.

Allen B. DuMont Labs., Inc.
2 Main Ave., Passaic, N. J.
Phone Passaic 3-1616
President.....Allen B. Du Mont
Vice-President.....F. Cramer
Secretary.....Bernard Goodwin
Treasurer.....Paul Raibourn
General Manager.....Paul Ware
BRANCH OFFICE: 515 Madison Ave., New York, N. Y. Phone: PLaza 5-9045. W. J. Swenson, Engineer.
PRODUCTS: Television Receivers, Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs.

DX Crystal Corp.
1841 W. Carroll Ave., Chicago, Ill.
Phone: HAYmarket 7737
President.....Louis J. Patla
Sales Manager.....George Trimmings
PRODUCTS: Frequency coils, transmitting crystals.

Eastern Mike-Stand Co.
56 Christopher Ave., Brooklyn, N. Y.
Phone DIckens 2-3538
Contact.....S. Sherman
BRANCH OFFICES: 43 E. Ohio St., Chicago, Ill.; 7101 W. Chester Pike, Upper Darby, Pa.; 3106 Edgewood Ave., Richmond, Va.; 18288 Appoline Ave., Detroit. PRODUCTS: Microphone Stands and Accessories, Locking Telephone Plugs, Shock Absorbers. (*Firm has reported that it is engaged in war manufacturing for the duration.*)

Hugh H. Eby, Inc.
18 W. Chelten Ave., Philadelphia, Pa.
Phone: TENnessee 1800
President.....Hugh H. Eby
Vice-President.....Frank Holstrom
PRODUCTS: Insulated and metal binding posts, battery plugs, speaker plugs, chassis plugs, vibrator plugs, moulded sockets, cable connectors and couplers, capped plugs, moulded and laminated tip jacks, battery adaptor cables, cable assemblies, strain reliefs, terminal strips, tie points, metal and bakelite punchings, electric eye equipment, AC and DC relays, photocell equipment.

Eitel-McCullough, Inc.
San Bruno, Calif.
Phone San Bruno 117
Vice-President & Treasurer.J. A. McCullough
Production Manager....George Wunderlich
BRANCH OFFICE: Salt Lake City, Utah. Phone Salt Lake City 6-8761. W. W. Eitel, Pres. PRODUCTS: Transmitting Vacuum Tubes, Vacuum Relays and Rectifiers.

Electro-Voice Mfg. Co., Inc.
South Bend, Ind.
Phone: South Bend 3-7764
President.....Albert Kahn
Chief Engineer.....L. R. Burroughs
Production Manager.....R. E. Siekman
PRODUCTS: Dynamic, carbon, velocity microphones.

Electrical Research Laboratories, Inc.

2020 Ridge Ave., Evanston, Ill.
Phone: University 2400

President.....E. Alschuler
General Manager.....O. F. Taylor
Sales Manager.....E. G. May

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players.

The Electro Motive Mfg. Co.

South Park & John Sts., Willimantic, Conn.
Executive Partner & Sales Manager
Philip Lauter

PRODUCTS: Carbon resistors; mica, trimmer and padder condensers; suppressors.

Electro-Voice Mfg. Co., Inc.

1239 S. Bend Ave., So. Bend, Ind.
Phone S. Bend 3-7764

President .....Albert Kahn
Engineer.....L. R. Burroughs

PRODUCTS: Velocity, Dynamic and Carbon Microphones.

Electronic Products Mfg. Co.

7300 Huron River Drive, Dexter, Mich.

President.....Robert P. Wuerfel
Vice-President.....John R. Scanlan

PRODUCT: Accessories.

Emerson Radio & Photograph Corp.

111 Eighth Ave., New York, N. Y.
Phone: CHelsea 2-1800

President.....Benjamin Abrams
Sales Manager.....Charles Robbins

PRODUCTS: Receiving sets, radio-phonograph combinations, television sets, FM receiving sets, record-players, tubes, parts.

Erie Resistor Corp.

644 West 12th St., Erie, Pa.

President.....G. Richard Fryling
Vice-President & Sales Manager
W. H. Fryling

PRODUCTS: Carbon resistors; ceramic, silver mica, ceramicon trimmer condensers.

Epsey Manufacturing Co.

305 East 63rd St., New York, N. Y.
Phone REgent 7-3090

President.....Harold Shevers
General Manager.....Nathan Pinsley

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, television sets.

Evanston Sound Proof Door

1127 Hinman Ave., Evanston, Ill.
Phone University 2758

Contact.....W. W. Lloyd

PRODUCTS: Sound Proof Doors.

Essex Wire Corp.

14310 Woodward Ave., Detroit, Mich.
Phone: TOWnsend 8-2994

President.....Addison E. Holton
Sales Manager.....John G. Seals

PRODUCTS: Copper wire products, relays, coils.

Fairchild Aviation Corp.

88-06 Van Wyck Blvd., Jamaica, L. I., N. Y.
Phone JAmaica 6-3800

Manager Sound Equipment Division,
C. V. Kettering

Products: Disc Sound Recorders, Transcription Turntables, Amplifiers, Pickups, Acetate Discs, Recording Styli, and Amplifier-Equalizers. (*Firm has reported that it is engaged in war manufacturing for the duration. Repair Department is maintained.*)

Farnsworth Television & Radio Corp.

3700 East Pontiac St., Fort Wayne, Ind.

President.....E. A. Nicholas
Vice-President.....E. H. Vogel
Vice-President.....B. Ray Cummings
Vice-President & Treasurer....J. P. Rogers

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, television transmitters, studio equipment.

John E. Fast & Co.

3123 N. Crawford Ave., Chicago, Ill.
Phone: PENscola 7160

President.....Louis Kopinski
Sales Manager.....P. G. McConnell

PRODUCTS: Fixed electrical condensers.

Federal Recorder Co., Inc.

630 S. Wabash Ave., Chicago, Ill.
Phone Har. 8330

General Manager.....Ralph Rubenstein
Engineer.....Earl Kent

BRANCH OFFICES: 251 Fourth Ave., New York, N. Y.; 150 Marietta St. N. W., Atlanta, Ga.: 569 Mission St., San Francisco, Calif. PRODUCTS: 12 and 16″ Recording Discs, Cutter Heads, Recording Amplifiers, Home Recorders, Cutting and Playback Needles, Steel, Glass and Paper Base Recording Blanks.

Federal Telephone and Radio Corp.

200 Mt. Pleasant Ave., Newark, N. J.

Manager.....T. M. Douglas

PRODUCTS: Broadcasting and point-to-point equipment; land, marine and air sets; vacuum tubes and crystals.

Ferranti Electric, Inc.

30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 7-0912

General Manager.....W. R. Spittal
Production Engineer.....C. Cutney

PRODUCTS: Transformers; indicators; broadcasting equipment.

Finch Telecommunications, Inc.

4th and Virginia Sts., Passaic, N. J.
Phone PA 2-3440

President.....Frederic C. Scofield
Vice President.....Frank R. Brick, Jr.
Treasurer.....James L. Bradford

PRODUCTS: Special radio equipment for governmental usage only; facsimile for broadcasting; radio applications; telepicture equipment.

Freed Radio Corp.

39 West 19th St., New York, N. Y.
Phone: CHelsea 2-4040

President.....Max Adelberg
Sales Manager.....Arthur Freed

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets.

Freeland & Olschner

611 Baronne St., New Orleans, La.
Phone Raymond 4756

President.....W. T. Freeland

PRODUCTS: Repair of vacuum transmitting tubes of 250 watts and over.

Billings S. Fuess

2-4 Lackawana Place, South Orange, N. J.

Proprietor.....Billings S. Fuess

PRODUCTS: Loud speaker cones, spiders, moulded and formed products.

Galvin Manufacturing Co.

4545 Augusta Blvd., Chicago, Ill.
Phone: SPalding 6500

President.....Paul V. Galvin

PRODUCTS: Receiving sets, radio phonograph combinations, FM receiving sets, record-players.

Garod Radio Corp.

70 Washington St., Brooklyn, N. Y.
Phone: MAin 4-6044

President.....Max W. Weintraub
Sales Manager.....Louis Silver

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets.

Gates Companies

Quincy, Ill.

PRODUCTS: Radio Broadcast and Communications Transmitters, Phasing and Antenna Equipment, Frequency Control and Remote Control Apparatus, Speech Equipment, Sound Effects Tables, Limiting Amplifiers.

General Electric

1 River Road, Schenectady, N. Y.

President.....G. Swope
Vice-President.....W. R. G. Baker
Advertising Manager.....H. J. Deines

Receiver Division
1285 Boston Ave., Bridgeport, Conn.

Managing Engineer.....I. J. Kaar
Designing Engineer.....W. M. Angus
Sales Manager (Receivers and Replacement Tubes).....A. A. Brandt
Replacement Tube Sales...H. J. Mandernach
Advertising and Sales Promotion R. E. Burrows

BRANCH OFFICES: (Eastern) 570 Lexington Ave., New York, N. Y. D. W. May; (Central) 840 South Canal St., Chicago, Ill. G. F. Peterson; (Western) 235 Montgomery St., San Francisco, Calif., W. M. Boland.

PRODUCTS: Electric and battery receiving sets; radio and FM receivers; replacement electronic tubes.

Electronic Tube and Transmitter Division
1 River Road, Schenectady, N. Y.

Engineer (Electronic tubes).....O. W. Pike
Engineer (Transmitters).....C. A. Priest
Sales Manager (Industrial tubes).H. A. Jones
Sales Manager (Transmitters and Transmitting tubes).....G. W. Henyan
Transmitter Tube Sales.....E. N. Fritschel
U. S. Government Sales.....V. M. Lucas
Television and Transmitter Sales.W. R. David
Police and Emergency Radio Sales D. L. Chesnut
Advertising and Sales Promotion..J.G.Porter

PRODUCTS: Industrial and transmitting tubes; standard-band, FM, shortwave and television transmitters; antennas; monitoring devices; measuring apparatus; quartz crystals; police and emergency equipment; etc.

The General Industries Co.

Olive & Taylor Sts., Elyria, Ohio

President.....W. A. Neracher
General Manager.....A. W. Fritzsche

PRODUCTS: Electric phonograph motors, record changers and recorders.

General Instrument Corp.

829 Newark Ave., Elizabeth, N. J.

President.....Samuel Cohen
Vice-President & General Manager Richard E. Laux
Vice-President & Sales Manager Don J. Phelps

PRODUCTS: Variable condensers, record changers.

General Magnetic Corp.

2126 E. Fort St., Detroit, Mich.
Phone: FItzroy 5760

President.....Charles M. Hofman
Sales Manager.....O. H. Hofman

PRODUCTS: Magnets.

General Radio Co.

30 State St., Cambridge, Mass.
Phone TRObridge 4400

President.....Melville Eastham
Contact.....H. B. Richmond

BRANCH OFFICES: 90 West St., N. Y. C.; 1000 N. Seward St., Los Angeles, Cal.; PRODUCTS: Broadcast Station Frequency and Modulation Monitors, Volume Controls, Test Equipment, Sound Measuring and Analyzing Equipment.

Gits Molding Corp.

4600 W. Huron St., Chicago, Ill.
Phone: MANsfield 4146

President.....Joseph A. Gits
Vice-President.....Jules P. Gits
Sales Manager.....C. N. Cahill

PRODUCTS: Knobs, push buttons, escutcheons, concentric cable, drum dials, pointers, remote control cases, housings insulators and needle cups, coaxial cable, insulators.

Edwin I. Guthman & Co.

15 S. Throop St., Chicago, Ill.
Phone: CHEsapeake 1600

President.....Edwin I. Guthman
Sales Manager.....B. J. Funk

PRODUCTS: R.F. and I.F. coils, trimmer condensers, textile-covered wire, zinc coil shields, coil winding machinery, tools and dies, electroplating.

The Hallicrafters Co.

2611 Indiana Ave., Chicago, Ill.
Phone: CALumet 1600

Partner.....W. J. Halligan, Sr.
Partner .....R. W. Durst, Jr.

PRODUCTS: FM receiving sets, transmitters.

Hamilton Radio Corp.

510 Sixth Ave., New York, N. Y.
Phone: GRamercy 7-6211

President.....A. A. Juviler
Vice-President.....P. L. Schoenen

PRODUCTS: Receiving sets, radio-phonograph combinations, record players.

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York, N. Y.
Phone LOngacre 5-1300

President.....Lloyd A. Hammarlund
V-P & Treasurer.....Joseph Lush
V-P & Asst. Treasurer.....H. B. Macartney
Secretary-Comptroller.....E. A. Wittmer

PRODUCTS: Variable air capacitors, radio receiving sets.

Hartenstine Zane Co., Inc.

225 Broadway, New York, N. Y.
Phone BA 7-8390

Contact.....Chas. J. Hartenstine

BRANCH OFFICE: 571 Springdale Ave., East Orange, N. J. PRODUCTS: Antennae Installation including all field work for foundations, erection, painting, lighting, and servicing radio towers. Installing ground systems and coaxial cable.

Harvey-Wells Communications, Inc.

North Street, Southbridge, Mass.
Phone SOuthbridge 1940

President & Treasurer.....John M. Wells
Vice-President.....C. A. Harvey
General Manager.....Richard A. Mahler
Production Engineer.....H. E. Allen

PRODUCTS: Radio transmitting and receiving equipment; rectifier and power supply equipment.

Hawley Products Co.

333 North 6th St., St. Charles, Ill.
Phone: COLumbus 0248

President.....J. B. Hawley
Sales Manager.....A. P. Akerlund

PRODUCTS: Speaker diaphragms and spiders, moulded fiber specialties.

Hollister Crystal Co.

Boulder, Colo.
Phone BOulder 1720

Contact.....Herb Hollister

PRODUCTS: Quartz Crystals.

Howard Radio Co.

1735 Belmont Ave., Chicago, Ill.
Phone: BITtersweet 4433

President.....Joseph F. Riley
Sales Manager.....J. M. Muniz

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets.

Hytron Corp.

76 Lafayette St., Salem, Mass.

President.....L. H. Coffin

PRODUCTS: Receiving tubes, transmitting tubes, resistance tubes, special purpose tubes.

The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago, Ill.
Phone: FRAnklin 1114

President.....Ernest Searing
Vice-President.....Jesse Marsten
Vice-President.....Harry A. Ehle

PRODUCTS: Fixed resistors, variable resistors, volume and tone controls, rheostats, attenuators.

Insuline Corp. of America

3602-10 35th Ave., Long Island City, N. Y.
Phone AStoria 8-3738

President.....S. J. Spector
Sales Manager.....Edward J. Cohen
Vice President.....A. G. Heller
Production Manager.....I. W. Romm

PRODUCTS: Radio Receiving-Transmitting Parts and Accessories, Stamping Metal Goods, Radio Chassis, Metal Cabinets, Plugs, Jacks, Sockets, Screw Machine Parts, Test Tools, Test Leads.

Irvington Varnish & Insulator Co.
6 Argyle Place, Irvington, N. J.
Phone: ESsex 3-4200
President.....Arthur E. Jones
PRODUCTS: Insulating material, tubing.

Isolantite Inc.
343 Cortlandt St., Belleville, N. J.
Phone Belleville 2-1316
Vice President & General Manager, K. D. Hamilton
Production Manager.....H. M. Dickman
Sales Manager (Steatite Div.)..F. A. Domber
Sales Manager (Radio Specialties Div.) H. L. Quick
SALES OFFICE: 233 Broadway, New York, N. Y. Phone Rector 2-9274. Contact, E. A. Domber. PRODUCTS: High Frequency Radio Insulators, Coaxial Transmission Line and Accessory Equipment, Special Antenna Equipment.

Jefferson Electric Co.
25th Ave. & Madison St., Bellwood, Ill.
Phone: MANsfield 7161
President.....John S. Bennan
Vice-President & General Sales Manager Alfred E. Tregenza
PRODUCTS: Power transformers, chokes and audio input and output transformers, television deflecting yokes, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Radio Manufacturing Co.
6601 S. Laramie Ave., Chicago, Ill.
Phone: PORtsmouth 7600
President.....W. E. Maxon
Vice-President & Sales Manager..T. A. White
PRODUCTS: Loudspeakers, public address equipment.

J. F. D. Manufacturing Co.
4111 Fort Hamilton Parkway, Brooklyn, N. Y.
Phone: WIndsor 8-3100
Owner.....Julius Finkel
Sales Manager.....Walter Bergman
PRODUCTS: Antennas, replacement ballast tubes, dial belts, battery plugs, battery adapters.

Johns-Manville Corp.
22 East 40th St., New York, N. Y.
Phone LExington 2-7600
PRODUCTS: Sound-control; Materials and Acoustical-Engineering Service.

E. F. Johnson Co.
Waseca, Minn.
Phone 432
General Manager.....E. F. Johnson
Controller.....F. C. Mann
Sales Manager.....C. W. Stevenson
Chief Engineer.....L. W. Olander
Purchasing Agent.....M. L. Johnson
BRANCH OFFICE: 259 W. 14th St., N. Y. C. PRODUCTS: Phasing Equipment, Antenna Tuning Units, Inductors, Variable Condensers, Tube Sockets, Insulators, Plugs and Jacks, Copperweld Wire, Coupling Equipment, Insulators, Concentric Line, Special Antennas, & Special Order Equipment.

Kellogg Switchboard & Supply Co.
6650 S. Cicero Ave., Chicago, Ill.
Phone PORtsmouth 6900
President.....Maurice K. McGrath
Sales Manager.....Albert Parlett, Jr.
PRODUCTS: Oil and wax condensers, communications equipment.

Ken-Rad Tube & Lamp Corp.
Owensboro, Ky.
President.....Roy Burlew
Sales Manager.....R. W. Metzner
PRODUCTS: Receiving, transmitting, cathode ray and special purpose tubes.

Kenyon Transformer Co., Inc.
840 Barry St., New York, N. Y.
Phone DAyton 9-0100
President.....Franklin P. Kenyon
General Manager.....F. Ralph Kenyon
Chief Engineer.....Richard B. Shimer
BRANCH OFFICES: 21 E. Van Buren St., Chicago, Ill.; 2412 West 7th St., Los Angeles, Calif.; 262 Grayson Pl., Teaneck, N. J.
PRODUCTS: Transformers, Reactors, Filters.

Kester Solder Co.
4201 Wrightwood Ave., Chicago, Ill.
Phone: BELmont 1601
President.....F. C. Engelhart
General Sales Manager-Research Engineer P. C. Ripley
PRODUCTS: Solders.

"King Brand" Music Papers
1595 Broadway, New York, N. Y.
Phone CI 6-0488
Contact.....“Wes” Cowen
BRANCH OFFICE: 3928 Crenshaw Blvd., Los Angeles, Calif. PRODUCTS: Music-Manuscript Paper, Score Paper, Ink, Fountain Pens, Carrying Cases and Covers, Batons, Duplicating Papers, Music Tapes.

King Laboratories, Inc.
205 Oneida St., Syracuse, N. Y.
President.....Aden J. King
PRODUCTS: Tube parts, alloys and chemicals.

Kluge Radio Co.
1913 Montrose St., Los Angeles, Calif.
Phone Exposition 1742
Owner .....Myron E. Kluge
PRODUCTS: Radio and electronic equipment. (EDITOR'S NOTE: This Firm is closed for the duration).

Lapp Insulator Co., Inc.
Le Roy, N. Y.
Phone Le Roy 385
President.....J. S. Lapp
Vice-President.....W. F. Young
Treasurer.....G. W. Lapp
Sales Manager.....Brent Mills
PRODUCTS: Tower footing and guy insulators; standoff, entrance and antenna insulators; radio frequency high voltage condensers.

Lehigh Structural Steel Co.
17 Battery Place, New York, N. Y.
Phone WHitehall 4-1424
Contact.....J. F. Neary
BRANCH OFFICES: In all principal cities.
PRODUCTS: Vertical Radiators, Antenna Towers and Masts.

Lektra Laboratories, Inc.
30 E. 10th Street, New York, N. Y.
Phone: ALgonquin 4-0230
President.....Milton W. Blatner
Vice-President.....B. Eisenberg
Treasurer.....Julius Kriser
PRODUCTS: Bullet dynamic microphones; custom-built electronic equipment.

Lenz Electric Manufacturing Co.
1751 N. Western Ave., Chicago, Ill.
Phone: ARMitage 4454
President.....J. Mayo Lenz
Sales Manager.....R. G. Zender
PRODUCTS: Wires, cords and cables.

The Lifetime Corp.
1101 Adams St., Toledo, O.
Phone Main 5643
Vice-President & Treasurer
Marion H. Manoff
Production Engineer.....F. L. Church
PRODUCTS: Microphones: Carbon, Dynamic, Velocity; Trumpets, Reflex Trumpets, P. M. Trumpet Units, Aluminum Baffles.

John E. Lingo and Son, Inc.
28th St. and Buren Ave., Camden, N. J.
Phone Camden 0487
President.....J. E. Lingo
Chief Engineer.....Wesley Thompson
Production.....George Burrows
PRODUCTS: Vertical Radiators: Guyed Tubular Steel and Portable Dural; Turnstile and UHF Antennae, Tubular Steel Supporting Poles (for UHF Antennae).

Miles Reproducer Co., Inc.
812 Broadway, New York, N. Y.
Phone GRamercy 5-9466
Contact.....J. M. Kuhlik
PRODUCTS: Filmgraph — Instantaneous, Continuous Recording Devices; Permanent Play-Back.

Mirror Record Corp.
58 W. 25th St., New York, N. Y.
Phone CH 3-2222
Contact.....P. K. Trautwein
PRODUCTS: All Recording Accessories.

Magnavox Co., Ltd.
2131 Bueter Rd., Fort Wayne, Ind.
President.....Richard A. O'Connor
Sales Manager.....S. S. Sondles
PRODUCTS: Speakers, capacitors.

P. R. Mallory & Co.
3029 E. Washington St., Indianapolis, Ind.
Phone: MArket 5511
President.....P. R. Mallory
Vice-President & General Manager..J. E. Cain
Vice-President, Sales.....Ray F. Sparrow
Sales Manager.....Howard W. Sams
PRODUCTS: Condensers, switches, volume controls, resistors, grid bias cells, jacks, connector plugs, cable connectors, rectifiers, battery chargers, electrical contacts.

John Meck Industries
Liberty St., Plymouth, Ind.
Contact.....John S. Meck
PRODUCTS: Sound equipment, electronic devices.

Micamold Radio Corp.
1087 Flushing Ave., Brooklyn, N. Y.
Phone: STagg 2-9820
President.....A. P. Hirsch
Sales Manager.....E. B. Tyler
PRODUCTS: Mica, paper, and electrolytic condensers; resistors; ballast tubes; television, coil and transmitting condensers.

Mission Bell Radio Mfg. Co.
3430 S. Hill St., Los Angeles, Calif.
Phone: ADams 1-2175
President.....H. L. Hoffman
Sales Manager.....R. J. McNeely
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, variable condensers.

The Muter Co.
1255 S. Michigan Ave., Chicago, Ill.
Phone: CALumet 4000
President.....Leslie F. Muter
Sales Manager.....J. R. Scanlan
PRODUCTS: Resistors, switches, condensers, ballasts, coils, antenna loops, I.F. and R.F. transformers.

National Carbon Co.
30 East 42nd St., New York, N. Y.
Phone: MUrray Hill 2-6800
President.....P. P. Huffard
PRODUCTS: Batteries.

National Co., Inc.
61 Sherman St., Malden, Mass.
Phone: MALden 6350
President.....William A. Ready
General Manager.....J. J. Freeley
PRODUCTS: Receiving sets, FM receiving sets, transmitters, transmitting condensers, dials, coils, chokes, receiving condensers, transmitting parts, R.F. and I.F. transformers, sockets, couplings, receiving parts.

National Fabricated Products, Inc.
2650 Belden Ave., Chicago, Ill.
Phone: ARmitage 3426
President.....R. L. Freeman
Sales Manager.....C. R. Booth
PRODUCTS: Sockets, terminal strips, plugs and jacks.

National Union Radio Corp.
15 Washington St., Newark, N. J.
Phone: HUmboldt 2-5050
President.....S. W. Muldowny
Sales Manager.....H. A. Hutchins
PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, photo-cells, condensers, dry batteries, volume controls.

Noblitt-Sparks Industries, Inc.
13th St. & Big Four Railroad, Columbus, Ind.
President.....O. G. Noblitt
Sales Manager.....G. W. Thompson
PRODUCTS: Receiving sets, radio-phonograph combinations.

Northern Electric Co., Ltd.
1261 Shearer St., Montreal, P. Q., Canada
Phone Wilbank 3131
President.....P. F. Sisto
PRODUCTS: Transmitters, point-to-point equipment, music reproducing equipment, microphones, portable amplifiers, public address systems, aircraft radio, vacuum tubes, electric organs.

Oak Manufacturing Co.
1260 Clybourn Ave., Chicago, Ill.
Phone: MOHawk 222
President.....E. F. Bessey
Sales Manager.....R. A. O'Reilly
PRODUCTS: Rotor relays, communication equipment.

The Ohio Carbon Co.
12508 Berea Rd., Cleveland, Ohio
Phone: Boulevard 2700
President.....Allen K. Moulton
Sales Manager.....I. W. Brandel
PRODUCTS: Carbon resistors, wire-wound resistors.

Operadio Manufacturing Co.
St. Charles, Ill.
Phone: MANsfield 6446
President.....J. M. Stone
Vice-President & Gen. Manager..G. R. Haase
PRODUCTS: Communication equipment, loud speakers, amplifiers, public address systems.

Oxford-Tartak Radio Corp.
3911 S. Michigan Ave., Chicago, Ill.
Phone: ATLantic 6161
President & Sales Manager...Paul H. Tartak
PRODUCTS: Loud speakers, output and line transformers.

Pacific Sound Equipment Co., Inc.
1534 Cahuenga Blvd., Hollywood, Calif.
Phone Hempstead 5141
President.....Robert G. Metzner
Secretary-Treasurer.....William L. Maas
BRANCH OFFICES: 1121 Vermont Ave., NW, Washington, D. C. Phone NAtional 1682. William H. Holmes; 153 Kearny St., San Francisco, Calif. William Hockey; 1900 Euclid Ave., Cleveland, Ohio. Clarence Moses. PRODUCTS: Transcription playbacks; recording equipment; public address systems.

Packard-Bell Co.
1115 S. Hope St., Los Angeles, Calif.
Phone: PRospect 3404
President.....Herbert A. Bell
General Manager.....H. D. Thomas, Jr.
Sales Manager.....Joe Spain
PRODUCTS: Receiving sets, radio-phonograph combinations, record-players.

Parisian Novelty Co.
3510 S. Western Ave., Chicago, Ill.
Phone: VIRginia 1212
President.....H. J. Joseph
Vice-President & General Mgr....L. E. Kahn
PRODUCTS: Dials, insulators, crystals, etc.

Par-Metal Products Corp.
3262—49th St., Long Island City, N. Y.
Phone AStoria 8-8905
Contact.....A. A. Parmet
PRODUCTS: Racks—relay and cabinet type—Panels, Metal Equipment.

Philco Corp.

Tioga & C Sts., Philadelphia, Pa.
Phone: NEBraska 5100
Chairman of the Board.....Larry E. Gubb
President.....James T. Buckley
Vice-President in Charge of Operations, John Ballantyne
Vice-President in Charge of Sales, Thomas A. Kennally
Vice-President in Charge of Engineering, David Grimes
Vice-President in Charge of Service, R. F. Herr
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, tubes, accessories, batteries.

Philharmonic Radio Corp.

216 William St., New York, N. Y.
Phone: REctor 2-4781
President.....Avery Fisher
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets.

Philmore Manufacturing Co.

113 University Place, New York, N. Y.
Phone: ALgonquin 4-3363
President-General Manager...Philip Schwartz
PRODUCTS: Receiving sets, microphones, detectors, plugs, headphones, coils.

Phonovision Corp.

850 Blackhawk St., Chicago, Ill.
Phone: MIChigan 0800
President.....Harry J. Berlin
General Manager.....Carl T. McKelvy
PRODUCTS: Amplifiers, remote control devices.

Pilot Radio Corp.

37-06 Thirty-sixth St., Long Island City, N. Y.
Phone: STillwell 4-5455
President-General Manager..Isidor Goldberg
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets.

Poinsettia, Inc.

112 Cedar Ave., Pitman, N. J.
Phone Pitman 511
President .....E. Poinsett
Vice President.....W. Warner
Secretary.....F. L. Pedrick
BRANCH OFFICES: 4447 W. Irving Park Rd., Chicago, Ill.; 705 S. First St., Louisville, Ky. PRODUCTS: Phonograph Record Manufacturing Equipment, and Made to Order Phonograph Records.

Premax Products Division (Chisholm-Ryder Co.)

College & Highland Aves., Niagara Falls, N. Y.
President.....S. M. Ryder
Manager.....G. O. Benson
PRODUCTS: Antenna equipment, metal stampings.

Press Wireless, Inc.

1475 Broadway, New York, N. Y.
Phone: BRyant 9-5030
President.....Joseph Pierson
Sales Manager.....R. H. dePasquale
PRODUCTS: Transmitters, receiving sets, diversity equipment, radiophoto and facsimile equipment, direction finders.

Presto Recording Corp.

242 W. 55th St., New York, N. Y.
Phone CI 5-7760
President.....George J. Saliba
Secretary.....Morris M. Gruber
General Sales Manager.....Ralph C. Powell
PRODUCTS: Sound Recording Equipment, Discs and Needles, Transcription Turntables, Recording Amplifiers and Accessory Recording Equipment.

B. A. Proctor Co., Inc.

2 W. 45th Street, New York, N. Y.
Phone MU 6-7542
President & Treasurer....Barton A. Proctor
Vice President & Secretary, Ferd. C. W. Thiede
PRODUCTS: Crystal Pickups and Recording Heads, Transcription Turntables and Recording Machines.

Quality Hardware & Machine Co.

5894 N. Ravenswood Ave., Chicago, Ill.
Phone: LONgbeach 8200
President.....H. A. Laystrom
Sales Manager.....A. A. Wisersky
PRODUCTS: Tools and dies.

Quam-Nichols Co.

33rd Place & Cottage Grove Ave., Chicago, Ill.
Phone: CALumet 7313
President.....James P. Quam
PRODUCTS: Speakers, microphones, etc.

Radio Condenser Co.

Davis & Copewood Sts., Camden, N. J.
President.....Stanley S. Cramer
Sales Manager.....William J. May
PRODUCTS: Variable air condensers.

Radio Electronics Laboratory, Inc.

120 Freeman St., Brooklyn, N. Y.
President.....Lionel R. Bausman
PRODUCTS: Cathode ray tubes.

Radio Engineering Labs., Inc.

35-54—36th St., Long Island City, N. Y.
Phone RAvenswood 8-2340
President.....Charles M. Srebroff
Treasurer.....Frank A. Gunther
Secretary.....Marion Wade

BRANCH OFFICES: 5334 Hollywood Blvd., Hollywood, Calif. Norman B. Neeley; 2040 Grand River Ave., Detroit, Mich., M. N. Duffy; 310 Fifteenth St., Denver, Colo., Mulnix Sound System. PRODUCTS: Frequency Modulation—Broadcast Transmitters, Receiver and Loud Speaker Units, Portable Transmitters and Receivers for Speech frequencies, Hi-Fidelity Broadcast Relay Transmitters, Portable Transmitters for broadcast pickup service, Transmitters and Receivers for fixed stations on speech frequencies and Speech Equipment; Military and Municipal Transmitters and Receivers.

Radio Speakers, Inc.

221 E. Cullerton St., Chicago, Ill.
Phone: VICtory 1613
President-Sales Manager.....H. C. Forster
PRODUCTS: Loudspeakers, recorders.

A. E. Ravenscroft, Inc.

2320 S. Hill St., Los Angeles, Calif.
Phone Prospect 1317
President.....A. R. Magner
Vice-President.....A. M. Ravenscroft
PRODUCTS: Distributor of radio and electronic parts, tubes, etc.

Raytheon Production Corp.

55 Chapel St., Newton, Mass.
Phone: BIGelow 7500
President.....L. K. Marshall
PRODUCTS: Tubes.

RCA Manufacturing Co., Inc.

Camden, New Jersey
Phone Camden 8000
Chairman, Executive Committee, G. K. Throckmorton
President.....Robt. Shannon
Commercial V. P.....H. C. Bonfig
Financial V. P. & Secy.....F. H. Corregan
V. P. in charge of Engineering Products, RCA Photophone Div.....F. R. Deakins
V. P. & Adv. Director.....T. F. Joyce
Adv. Mgr.....D. J. Finn
V. P. in charge of Mfg. & Prod. Engineering.....E. W. Ritter
V. P. in charge of Manufacturing J. M. Smith
V. P. & Chief Engineer...Dr. Charles Jolliffe
V. P. of International Division...J. D. Cook
BRANCH OFFICES: 530 Citizens & Southern Bank Bldg., Atlanta, Ga.—589 E. Illinois St., Chicago, Ill.—411 Fifth Ave., New York, N. Y.—M. F. Blakslee, Manager; 170 Ninth St., San Francisco, Cal. PRODUCTS: Broadcast Station Transmitters, Microphones and Associated Equipment, Electric and Radio Broadcast Transcriptions, Instantaneous Disc Recording Equipment, Facsimile Equipment, Television Transmitters, F. M. Transmitters.

Readrite Meter Works

College Ave., Bluffton, Ohio
President.....R. L. Triplett
Sales Manager.....N. A. Triplett
PRODUCTS: Testing equipment, electrical measuring meters.

Rea Magnet Wire Co.

East Pontiac St., Ft. Wayne, Ind.
President.....Victor F. Rea
Sales Manager.....R. L. Whearley

Remler Co., Ltd.

2101 Bryant St., San Francisco, Calif.
Phone: VAlencia 3435
President.....E. G. Danielson
Sales Manager.....R. C. Gray
PRODUCTS: Receiving sets, radio-phonograph combinations, inter-communication and sound equipment.

The Rola Co.

2530 Superior Ave., Cleveland, Ohio
Phone: PRospect 4242
President.....B. A. Engholm
Sales Manager.....Lee Golder
PRODUCTS: Loudspeakers, electro-dynamic and permanent magnet transformers.

The Ross Manufacturing Co.

2241 Indiana Ave., Chicago, Ill.
Phone: CALumet 4887
President.....K. B. Ross
PRODUCTS: Coils.

The Chas. E. Schuler Engineering Co.

109 Cambria St., Newark, O.
Phone Newark 4319
President.....Charles E. Schuler
Chief Engineer.....Charles Schwartz
Secretary-Treasurer.....Corwin D. Harris
Superintendent.....D. E. VanNess
PRODUCTS: Steel Vertical Radiators for Antenna Systems, Guyed and Self-supporting.

Scientific Radio Service

4301 Sheridan Ave., University Park, Md.
Phone Hyattsville 0535
Contact.....H. D. Eisenhauer
PRODUCTS: Piezo Electric Crystals and Holders, Calibration and Testing of Radio Frequency Monitors.

Scully Machine Co.

62 Walter St., Bridgeport, Conn.
Phone 4-5300

Owner.....L. J. Scully
Manager.....J. J. Scully
PRODUCTS: Precision Disc Recording Machines.

Seattle Radio Supply Co., Inc.

2117—2nd Ave., Seattle, Wash.

President.....C. A. Reeves
Vice-President.....E. O. Mickelson
PRODUCTS: Radio Parts and Tubes.

Shure Bros.

225 W. Huron St., Chicago, Ill.
Phone Del 8381

General Manager.....S. N. Shure
Sales Manager.....J. A. Berman
Chief Engineer.....B. B. Bauer
BRANCH OFFICES: 136 Liberty St., N. Y. C.; 908 W. Venice Blvd., Los Angeles; 415 Peachtree St., N. E., Atlanta, Ga.; 2411 First Ave., Seattle, Wash. PRODUCTS: Microphones, Phonograph Pickups, Magnetic Cutters, Microphone Stands, Vibration Pickups and Acoustic Devices.

The F. W. Sickles Co.

Box 920, Springfield, Mass.

President.....R. F. Sickles
Sales Manager.....Monte Cohen
PRODUCTS: R. F. and I. F. coils, mica and air trimmers, silver mica condensers.

Solar Manufacturing Co.

Avenue A & 25th St., Bayonne, N. J.

President.....Otto Paschkes
Sales Manager.....W. C. Harter
PRODUCTS: Dry and wet electrolytics, condensers.

Sonora Radio & Television Corp.

325 N. Hoyne Ave., Chicago, Ill.
Phone: CHEsapeake 2323

President.....Joseph Gerl
Sales Manager.....Edward Harris
PRODUCTS: Receiving sets, radio-phonograph combinations.

The Sparks-Withington Co.

2400 E. Ganson St., Jackson, Mich.

President.....William Sparks
Vice-President & Gen. Mgr..Harry G. Sparks
Radio Plant Manager.....Charles J. Kayko
PRODUCTS: Receiving sets, radio-phonograph combinations, television sets, transformers.

Speak-O-Phone Record. & Equip. Co.

23 West 60th St., New York, N. Y.
Phone CO 5-1350

General Sales Manager.....C. A. Austin
Secretary.....R. L. Lee
PRODUCTS: Recording and reproducing equipment.

Speer Resistor Corp.

Theresia St., St. Marys, Pa.

President.....Dudley H. Miller
General Manager.....G. G. Herrick
PRODUCTS: Resistors, suppressors.

Sperry Gyroscope Co.

Manhattan Bridge Plaza, Brooklyn, N. Y.
Phone: CUmberland 6-5600

President.....R. E. Gillmor
Vice-President, Sales.....R. B. Lea
PRODUCTS: Tubes, tuners, cable accessories.

Sprague Specialties Co.

189 Beaver St., North Adams, Mass.

President-General Manager....R. C. Sprague
PRODUCTS: Condensers, resistors, filters.

Stackpole Carbon Co.

Tannery St., St. Marys, Pa.

President.....Lyle G. Hall
Sales Manager.....J. H. Stackpole
PRODUCTS: Variable and fixed resistors, switches, iron cores, anodes for power tubes, condensers, battery electrodes.

Standard Transformer Corp.

1500 N. Halsted St., Chicago, Ill.
Phone MOhawk 5300

President-General Manager..Jerome J. Kahn
PRODUCTS: Transformers, reactors, audio components, transmitters, electrical specialties.

Stewart-Warner Corp.

1826 Diversey Pkwy., Chicago, Ill.
Phone: Lakeview 600

Vice-President & General Sales Manager, F. A. Hiter
Manager, Radio Dept.....L. L. Kelsey
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, record-players.

Stromberg-Carlson Telephone Mfg. Co.

100 Carlson Rd., Rochester, N. Y.
Phone Culver 260

President.....W. M. Angle
Vice-Pres. & Gen. Manager..Ray H. Manson
Treasurer.....W. W. Hetzel
Chief Engineer.....F. C. Young
Sales Manager.....L. L. Spencer
BRANCH OFFICES: 564 West Adams St., Chicago, Ill., H. T. McCraig; 2017 Grand Ave., Kansas City, Mo., A. J. Roberts; 1355 Market St., San Francisco, Calif., T. C. Thompson. PRODUCTS: Electric, Combination, Televisionand FM Sets; Paging Systems, Antenna Kits.

Superior Tube Co.
P. O. Box 191, Norristown, Pa.
President.....C. A. Warden
Sales Manager.....H. B. Brown, Jr.
PRODUCTS: Nickel products, cathode ray tube anodes, nickel power tube parts, etc.

Supreme Instruments Corp.
414 Howard St., Greenwood, Miss.
President.....D. N. Dulweber
PRODUCTS: Testing instruments.

Sylvania Electric Products, Inc.
Emporium, Pa.
President.....B. G. Erskine
Executive Vice-President.....W. E. Poor
General Engineering Manager, Radio Div., R. M. Wise
General Manager, Radio Tube Sales C. W. Shaw
PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes.

Synthane Corp.
Oaks, Pa.
President.....Robert R. Titus
PRODUCTS: Bakelite.

Technical Radio, Inc.
275 Ninth St., San Francisco, Calif.
Phone: UNderhill 7213
President.....Clayton F. Bane
Vice-President & Sales Mgr....George Weiss
PRODUCTS: Transmitters, receiving sets, radio communication equipment.

Telicon Corp.
305 E. 63rd St., New York, N. Y.
Phone: REctor 4-2828
President.....S. Sagall
Chief Engineer.....Dr. A. H. Rosenthal
PRODUCTS: Piezo-electric crystals, supersonic instruments, television transmitters and receivers.

Thordarson Elec. Mfg. Co.
500 W. Huron St., Chicago, Ill.
Phone: WH 6444
Vice-President.....R. E. Onstad
Treasurer.....G. Winney
Purchasing Agent.....C. Schmitz
Chief Engineer.....W. Howe
PRODUCTS: Transformers, wave filters, amplifiers, electronic equipment, transmitters.

Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd., Portland, Ore.
Phone: Trinity 7303
President.....C. H. Fisher
PRODUCTS: Vertical radiator installation, steel erection, ground systems, antenna maintenance.

Trav-Ler Karenola Radio & Television Corp.
1028 W. Van Buren St., Chicago, Ill.
Phone: HAYmarket 3487
President-General Manager....Joe Friedman
PRODUCTS: Receiving sets, radio-phonograph combinations, record-players.

The Triplett Electrical Instrument Co.
Bluffton, Ohio
Contact.....R. L. Triplett
BRANCH Offices: All principal U. S. cities. PRODUCTS: Electrical Measuring Instruments, Industrial, Laboratory and Radio Test Equipment.

Tung-Sol Lamp Works, Inc.
95 Eighth Ave., Newark, N. J.
Phone: HUmboldt 2-4200
President.....Louis Rieben
Sales Manager.....R. E. Carlson
PRODUCTS: Receiving and transmitting tubes.

The Turner Co.
909 17th St., N. E., Cedar Rapids, Iowa
Phone Cedar Rapids 32607
President .....David Turner
Vice-President.....John B. Turner II
Treasurer.....Ralph W. Martin
Secretary.....Arthur Beurle
Manager.....H. W. Johnson
PRODUCTS: Microphones and Microphone Accessories, Radio Vibrators.

United Transformer Corp.
150 Varick St., New York, N. Y.
Phone WAlker 5-4850
Contact.....I. A. Mitchell
PRODUCTS: Transformers, Reactors, Automatic Regulators, Voltage Control Units, Filters; Universal Broadcast Equalizers, Recording and Line Equalizers.

Utah Radio Products Co.
820 Orleans St., Chicago, Ill.
Phone: SUPerior 8388
President.....Fred R. Tuerk
Sales Manager.....O. F. Jester
PRODUCTS: Loudspeakers, transformers, chokes, vibrators, resistors, jacks, volume and tone controls, switches, plugs.

Warwick Manufacturing Corp.
4640 W. Harrison St., Chicago, Ill.
Phone: ESTebrook 2727
President.....J. S. Holmes
PRODUCTS: Receiving sets, radio-phonograph combinations.

Watterson Radio Mfg. Co.
2608 Ross Ave., Dallas, Texas
Phone: Riverside 4512
Owner-Sales Manager.....J. W. Davis
PRODUCTS: Receiving sets, radio-phonograph combinations, record-players.

Wells-Gardner & Co.
2701 N. Kildare Ave., Chicago, Ill.
Phone: ALBany 8220
President.....A. S. Wells
Sales Manager.....H. A. Johanson
PRODUCTS: Receiving sets, radio-phonograph combinations.

William H. Welsh Co.
2241 Indiana Ave., Chicago, Ill.
Phone: CALumet 5454
Contact.....William H. Welsh
PRODUCTS: Speaker diaphragms.

Western Electric Co., Inc.
(Radio Division)
120 Broadway, New York, N. Y.
Phone COrtland 7-7700
Manager.....F. R. Lack
Manager Commercial Sales....H. N. Willets
Publicity.....S. D. Daniels
Radio Broadcasting and Sound Systems....
L. F. Bockoven
Aviation and Marine Radio..F. C. McMullen
Manager Government Contract Service
C. R. Smith
PRODUCTS: Hearing Aids and Hearing Measuring Equipment; Aviation, Marine, Police Radio Transmitters and Receivers; Radio Broadcasting Speech Input Equipment; Sound Distribution Systems; Vacuum Tubes; Acoustic Measuring Equipment; Microphones, Loudspeakers, and allied items; Telephone Apparatus and Cable; Carrier Telephone Equipment and Train Dispatching Apparatus.

Westinghouse Electric & Mfg. Co.
Radio Division
2519 Wilkens Ave., Baltimore, Md.
Phone EDmondson 2300
Lamp Division
Clearfield Ave., Bloomfield, N. J.
Phone: BLoomfield 2-2200
President.....George H. Bucher
Vice-President.....Walter Evans
Manager, Radio Division.....C. J. Burnside
Sales Manager.....E. T. Morris
Mgr. Engineer.....J. A. Hutcheson
Manager, Tube Division.....H. J. Hoffman
BRANCH OFFICES: In all principal cities. PRODUCTS: Radio Transmitting Apparatus for broadcast use; Antenna Phasing, Tuning and Lighting Equipment; Special Control Items and Operating Consoles; Power Equipment, Generators, Motors, De-ion Circuit Breakers, Relays, Instruments, Meters, Indicating Lights, Supervisory Apparatus, Insulating Material, Transmitting Tubes and Equipment, Receiving Tubes and Equipment.

Weston Electrical Instrument Corp.
614 Frelinghuysen Ave., Newark, N. J.
Phone Bigelow 3-4700
Contact.....V. E. Jenkins
BRANCH OFFICES: All principal U. S. cities and Canada. PRODUCTS: Tubeckeckers, Vacuum Tube Voltmeters, Power Level Indicators, Volume Indicators, Switchboard Voltmeters and Ammeters, Portable Voltmeters, Ammeters and Ohmmeters, Portable Capacity Testers, Portable Combination Volt-Ohm-Milliammeters, Radio and electronic industrial test equipment.

Wilcox-Gay Corp.
604 W. Seminary St., Charlotte, Mich.
President-Treasurer.....Chester M. Wilcox
Vice-President & Sales Manager,
Warren L. Hasemeier
PRODUCTS: Radio-phonograph combinations, FM receiving sets, record-players.

Wincharger Corp.
E. Seventh and Division Sts., Sioux City, Iowa
Phone Sioux City 8-6513
Contact.....R. F. Weinig
PRODUCTS: Vertical Radiators, Antenna Towers and Accessories, and Dynamotors

Zenith Radio Corp.
6001 Dickens Ave., Chicago, Ill.
Phone: BERkshire 7500
President-General Mgr...E. F. McDonald, Jr.
Executive Vice-President & Treasurer,
Hugh Robertson
Vice-President & Director of Sales,
J. J. Nance
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, record-players.

INTERNATIONAL

International Broadcast Stations
In The United States

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CBS-NBC Latin-American Networks

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South America

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Central America

INTERNATIONAL RADIO IN WAR

By Herbert Rosen

Editor, Radio Press Service, Pan American Radio & Broadcasting Program Service

In the first as in the present war, many highly perfected mechanisms were and are being utilized. Broadcasting is the only brand new weapon in this war. It plays an unique role as a vehicle for reaching great masses of people and is therefore the most potent weapon in the psychological arsenal of each government.

The development of the radio in the whole world—especially since the outbreak of the war—is immense, not only regarding the number of stations, but also regarding the power of the transmitters. Where formerly the word "station" or "transmitter" could be used interchangeably, this is no longer possible now because most stations have several transmitters operating simultaneously either with the same or different programs.

Today the official total number of stations in the world are 2,768. They are distributed as follows:

Continents	No. of Stations	Total power (kw)	Aver. power (kw)
North America	1,122	5,706.85	5.09
Central America	279	276.56	0.99
South America	471	1,666.39	3.54
Europe	470	12,156.45	25.86
Africa	75	304.49	4.06
Asia	179	1,045.34	5.84
Australia and Oceania	172	423.65	2.46
Total	2,768	21,579.73	7.80

From these statistics we can learn that Europe, indeed, has only 470 stations and that North America has 1,122 stations. However, in the international broadcasting it is not important to note the **number**, but the **power** of stations. It is the total power of the stations in kilowatts which is decisive. We discover, for example, that the 470 stations in Europe have a total power of 12,156 kw. while the 1,122 stations of North America have a total power of only 5,706 kw. The average power of the stations in Europe is 25.86, almost five times as great as the 5.09 average of North America.

The above statistic includes all stations together—domestic and shortwave. But the official shortwave stations alone present the following picture:

UNITED NATIONS

	Stations	Power (kw)
England	22	1,550
U. S. A.	11	340
Russia	10	480
Australia	4	60
Total	47	2,430

AXIS

	Stations	Power (kw)
Germany	80	1,420
Italy	11	710
Japan	8	400
Finland	5	250
Dutch India	3	170
Holland	2	80
Total	58	3,030

(Present plans of the United States include the construction of 22 additional transmitters, which will eventually bring this country's total to 36 stations.)

Another sign of the progress and the importance of radio broadcasting is the continuous growth of the audience with over 96,000,000 listeners in the world:

	Radio Homes
North and Central America	31,864,000
South America	2,028,000

☆ ☆ ☆ ***Radio On To Victory*** ☆ ☆ ☆

Europe	51,986,000
Asia	7,968,000
Australia and Oceania	1,653,000
Africa	607,000
Total	96,106,000

All figures based on documents of the International Broadcasting Union, Geneva (Switzerland).

—Foreign Language Broadcasts—

An initial step in the use of radio for war was the development of foreign-language broadcasts via shortwaves. Several nations have developed their foreign-language service in recent times to a high standard of perfection. Statistics show that England leads the other countries by broadcasting news and other information in 38 different languages, carrying some even in Arabian, Cantonese, Burmese, Malayan, Thai, etc. The present world situation forced the United State to develop its foreign-language service, too. In a very short time it has been brought up to a high standard, and at this moment broadcasts are sent out in 24 different languages. Especially a high grade of perfection has been reached in the service to Central and South America in Spanish and Portuguese via six channels of distribution:

(a) shortwave broadcasts,
(b) rebroadcasts of shortwave programs by local stations,
(c) local rebroadcasts of programs sent point-to-point,
(d) transcriptions,
(e) programs sponsored by U. S. advertisers,
(f) local programs.

In this connection it will be of interest to know that the U. S. export advertising in Latin-American republics will show a definite increase this year, as revealed recently by a joint survey by the Office of Coordinator of Inter-American Affairs and the Department of Commerce. The survey was aimed to ascertain the extent to which United States manufacturers would seek to preserve their brand names and good-will in our neighboring republics. The increase reverses the trend started in the early part of last year, when export budgets were reduced. Of 367 manufacturers surveyed, 146, or 40 per cent, will maintain normal schedules; 89, or 25 per cent still have advertising expenditures under consideration; while 12, or 3 per cent, have not yet been reached by field representatives of the Department of Commerce. A breakdown of budgets of 210 concerns, or 57 per cent, shows that last year they spent $11,407,378 and indications are that this year they will expend $11,798,395. It is assumed, however, that the 1943 budgets will exceed these figures, inasmuch as some companies, which still had budgets under consideration, said they would increase them. In those cases, the 1942 figures were used.

—Future of Radio—

The future of the radio and its role in the post war era is best explained in the 11th annual report of the Swiss Broadcasting Service for the past year, which I have received recently: "We do not have to have any special gift of prophecy to predict that the reconstruction of Europe and of the whole world after the war will place all tasks of such magnitude that their repercussions on the destinies of individuals and of nations will be as great as those of the war itself. That means that for many years to come radio will continue to be used for the diffusion of news and for governmental communications. We hope also that it will work with all its might to reconciliate nations and for the encouragement of art and culture. In these domains too it should be able to play a more and more important part. It is not likely that in the years in front of us we shall enjoy a rapidly growing prosperity; hard work and strict economy will rather be the order of the day. But in such times when every penny must be counted and costly pleasures must be given up, we shall turn more often to the radio for our enjoyment. It will be as indispensable in the town as in the country where often it offers the only opportunity of keeping in touch with contemporary art and science."

INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

Licensee and Location	*Call Letters*	*Frequency (Kc)*	*Power*
The Associated Broadcasters, Inc. San Francisco, Calif.	KWID	6060, 7230, 9570, 11870, 15290, 17760, 21610	100 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.	WCBX	6060, 6120, 6170, 9480, 9590, 9650, 11830, 15267, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.	WCRC	6060, 6120, 6170, 9480, 9590, 9650, 11830, 15267, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.	WCDA	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570 S. A. 9480, 9590, 15267	10 kw
The Crosley Corp. Mason, Ohio	WLWO	6080, 9590, 11710, 15250, 17800, 21650	75 kw
General Electric Company South Schenectady, N. Y.	WGEA	6190, 7000, 9530, 9550, 11847.5, 15330, 21500, 21590	50 kw
General Electric Company South Schenectady, N. Y.	WGEO	6190, 7000, 9530, 9650, 11847.5, 15330	100 kw
General Electric Company near Belmont, Calif.	KGEI	6190, 7250, 9530, 9550, 11730, 15210, 15330	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	WRCA	6100, 9670, 11890, 11893, 15150, 15190, 17780, 21630	50 kw (50 to 100 kw on 9670)
National Broadcasting Co., Inc. Bound Brook, N. J.	WNBI	Same as WRCA	Same as WRCA
Westinghouse Radio Stations, Inc. Hull, Mass.	WBOS	6140, 9570, 11870, 15210, 17780, 21540	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUL	6040, 11730, 11790, 15130, 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUS	6040, 11730, 11790, 15130, 15350, 17750	7 kw (S. A.) C.P. 100 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUW	11730, 15130, 25600, 11790, 15350, 17750, 9700	20 kw C.P. 50 kw

Pending Applications

The Associated Broadcasters, Inc. Seattle, Wash.	——	To be determined	50 kw
The Associated Broadcasters, Inc. Los Angeles, Calif.	——	To be determined	50 kw
The Associated Broadcasters, Inc. San Francisco, Calif.	——	6060, 7230, 9570, 11870, 15290, 17760, 21610	50 kw
The Crosley Corp. Cincinnati, Ohio	——	6080, 9590, 11710, 15250, 17800, 21650	200 kw

FCC REGULATIONS REGARDING INTERNATIONAL BROADCAST STATIONS

The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. (Frequencies for these stations are allocated from bands assigned (between 6000 and 26600 kilocycles) for broadcasting by international agreement.)

A license for an international broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

(a) That there is a need for the international broadcast service proposed to be rendered.

(b) That the necessary program sources are available to the applicant to render an effective international service.

(c) That the technical facilities are available on which the proposed service can be rendered without causing interference to established international stations having prior registration and occupancy in conformity with existing international conventions or regulations on the frequency requested.

(d) That directive antennas and other technical facilities will be employed to deliver maximum signals to the country or countries for which the service is designed.

(e) That the production of the program service and the technical operation of the proposed station will be conducted by qualified persons.

(f) That the applicant is technically and financially qualified and possesses adequate technical facilities to carry forward the service proposed.

(g) That the public interest, convenience, and neecssity will be served through the operation of the proposed station.

A licensee of an international broadcast station shall render only an international broadcast service which will reflect the culture of this country and which will promote international goodwill, understanding, and cooperation. Any program solely intended for, and directed to an audience in the continental United States does not meet the requirements for this service.

(The Commission on July 14, 1939, suspended the operation of this rule until further order of the Commission.)

Commercial Service

Such international broadcast service may include commercial or sponsored programs: Provided, that—

(1) Commercial program continuities give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service, or attraction advertised.

(2) In case of advertising a commodity, the commodity is regularly sold or is being promoted for sale on the open market in the foreign country or countries to which the program is directed in accordance with paragraph in these rules regarding directional antenna.

(3) In case of advertising an American utility or service to prospective tourists or visitors to the United States, the advertisement continuity is particularly directed to such persons in the foreign country or countries where they reside and to which the program is directed in accordance with paragraph in these rules regarding directional antenna.

(4) In case of advertising an international attraction (such as a world fair, resort, spa, etc.) to prospective tourists or visitors to the United States, the oral continuity concerning such attraction is consistent with the purpose and intent of this section.

(5) In case of any other type of advertising, such advertising is directed to the foreign country or countries and to which the program is directed in accordance with paragraph in these rules regarding directional antenna and is consistent with the purpose and intent of this section.

The areas or zones established to be served by international broadcast stations are the foreign countries of the world, and directive antennas shall be employed to direct the signals to specific countries. The antenna shall be so designed and operated that the signal (field intensity) toward the specific foreign country or countries served shall be at least 3.16 times the average effective signal from the station (power gain of 10).

An international broadcast station may transmit the program of a standard broadcast station or network system: Provided, The conditions in the commercial provision of these rules in regard to any commercial continuities are observed and when station identifications are made, only the call letter designa-

tion of the international station is given on its assigned frequency: And provided further, That in the case of chain broadcasting the program is not carried simultaneously by another international station (except another station owned by the same licensee operated on a frequency in a different group to obtain continuity of signal service), the signals from which are directed to the same foreign country or countries.

Station identification, program announcements, and oral continuity shall be made with international significance (language particularly) which is designed for the foreign country or countries for which the service is primarily intended.

Program Logs

(1) Each licensee of an international broadcast station shall make verbatim mechanical records of all international programs transmitted.[3]

(2) The mechanical records, and such manuscripts, transcripts, and translations of international broadcast programs as are made shall be kept by the licensee for a period of two years after the date of broadcast and shall be furnished the Commission or be available for inspection by representatives of the Commission upon request.[3]

(3) If the broadcast is in a language other than English the licensee shall furnish to the Commission upon request such record and scripts together with complete translations in English.[3]

Frequency Assignment

The following groups of frequencies are allocated for assignment to international broadcast stations:

Group A	Group D
6040 kc.	15130 [1] kc.
6060	15150
6080	15210
6100	15230
6120 [1]	15270
6140	15330
6170	15350
6190	Group E
Group B	17750 kc.
9530 kc.	17760
9550 [1, 2]	17780
9570	17800
9590	17830
9650	Group F
9670	21460 kc.
Group C	21500 [1, 2]
11710 kc.	21520
11730 [1, 2]	21540
11790	21570
11820	21590
11830	21610
11870	21630
11890	21650
Group G	25725
25600 kc.	25750
25625	25775
25650	25800
25675	25825
25700	25850

Additional frequencies allocated by international agreement may be assigned to international broadcast stations subject to the conditions that no objectionable interference results to the service of foreign international broadcast stations which, in the opinion of the Commission, have priority of assignment.

Any frequency licensed to an international broadcast station shall also be available for assignment to other international broadcast stations, provided no objectionable interference is caused to the service of any United States international broadcast station.

An international broadcast station will not be authorized to use more than one frequency listed in any group listed in the rule on available frequencies without a showing of technical necessity.[3]

Not more than one frequency shall be used simultaneously under the same authorization and call letter designation.[3]

No international broadcast station will be authorized to install equipment or licensed for operation with a power less than 50 kilowatts.

Supplemental Report

A supplemental report[3] shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. The number of hours operated on each frequency.

2. A list of programs transmitted of special international interest.

3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.

The transmitter of each international broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.005 per cent of the assigned frequency.

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[1] Authorizations for international broadcast stations which permit operation on these frequencies shall be subject to the condition that the authorizations for these frequencies may be modified by the Commission to delete these frequencies without advance notice or hearing.

[2] Authorizations for international broadcast stations which permit operation on these frequencies shall be subject to the condition that there shall be no commercial or advertising announcements of any kind in the programs broadcast through the medium of these frequencies, and that the names of program sponsors shall not be broadcast.

[3] Suspended on December 12, 1942 until further notice.

LATIN-AMERICAN NETWORKS

CBS — NBC

LA CADENA DE LAS AMERICAS
(The Network of the Americas)
of
THE COLUMBIA BROADCASTING SYSTEM

—PERSONNEL—

Director of Shortwave Broadcasting and Latin American Relations.....Edmund A. Chester
Assistant Director of Latin American Relations and Latin American News Editor.....Roberto I. Unanue
Assistant in Charge of Public Relations for Latin America.....Carlos Garcia-Palacios
Publicity Director.....Wil Marcus
Director of Programs.....William H. Fineshriber
Assistant Director of Programs, Supervisor of Special Events Programs, Traffic Manager..John W. Hundley
Director of Music.....Terig Tucci
Production Chief.....Russ Johns
Script Department Manager.....Benjamin F. Feiner, Jr.
Shortwave News Director.....Lawrence S. Haas
Engineer in Charge of International Broadcasting.....Guy Hutcheson

ARGENTINA

Call Letters	*Station Name*	*City*	*Frequency Kilocycles*	*Power Watts*
LR3	Radio Belgrano	Buenos Aires	950	50000
LRY	Radio Belgrano	Buenos Aires	11840	50000
LRY1				
	—Radio Belgrano Network—			
LU7	Radio General San Martin	Bahia Blanca	1240	1500
LV3	Radio Cordoba	Cordoba	620	25000
LT7	Radio Provincia	Corrientes	1340	5000
LT1	Radio del Litoral	Rosario	780	12000
LV1	Radio Graffigna	San Juan	560	10000
LV4	Radio San Rafael de Mendoza	San Rafael	690	5000
LV11	Radio del Norte	Santiago del Estero	1170	500
LV12	Radio Aconquija	Tucuman	580	5000
LV14	Radio La Rioja	Corrientes	1460	500
LV10	Radio Cuyo	Mendoza	1210	2500
LV13	Radio San Luis	San Luis	—	—
ZP9	Radio Encarnacion	Encarnacion, Paraguay	—	—
ZP1	Radio Encarnacion	Encarnacion. Paraguay	—	—
CXA8	Radio Real de San Carlos	Colonia, Uruguay	9620	20000
CXA14	Radio Real de San Carlos	Colonia, Uruguay	11820	1000

BOLIVIA

CP4	Radio Illimani	La Paz	1040	10000
CP5	Radio Illimani	La Paz	6200	1000

BRAZIL

Call Letters	Station Name	City	Frequency Kilocycles	Power Watts
PRE8	Radio Nacional	Rio de Janeiro	980	22000
PRB9	Radio Sociedade Record	Sao Paulo	1000	20000

CHILE

CB57	Radio Sociedad Nacional de Agricultura	Santiago de Chile	570	6000
CB1180	Radio Sociedad Nacional de Agricultura	Santiago de Chile	11800	1000
CB90	Radio Sociedad Nacional de Agricultura	Valpariso	900	1000

COLOMBIA

HJAG	Emisora Atlantico	Barranquilla	1050, 4905	1000
HJAH	Emisora Atlantico	Barranquilla	1080	1000
HJCS	Radio Continental	Bogota	920	50000
HJEB	La Voz del Valle	Cali	1150	500
HJED	La Voz del Valle	Cali	4825	1000
HJFB	Radio Manizales	Manizales	6105	1000
HJFD	Radio Manizales	Manizales	1390	500
HJDT	Radio Nutibara	Medellin	1150	500
HJFF	Ondas del Otun	Pereira	1350	1000

COSTA RICA

TIPG	La Voz de la Victor	San Jose	625	5000
TIPG	La Voz de la Victor	San Jose	9615	2000

CUBA

CMJN	RHC Cadena Azul	Camaguey	740	1000
CMCY	RHC Cadena Azul	Havana	590	15000
COCY	RHC Cadena Azul	Havana	11470	1000
CMKV	RHC Cadena Azul	Holguin	600	1000
CMHI	RHC Cadena Azul	Santa Clara	570	15000
COHI	RHC Cadena Azul	Santa Clara	6450	5000
CMKN	RHC Cadena Azul	Santiago de Cuba	930	1000

DOMINICAN REPUBLIC

HIIZ	Broadcasting Nacional	Ciudad Trujillo	6315	100
HIZ	Broadcasting Nacional	Ciudad Trujillo	1350	200

ECUADOR

HC2AJ	Radiodifusora del Ecuador	Guayaquil	1050	1000
HC2AK	Radiodifusora del Ecuador	Guayaquil	9310	1000
HCQR	Radiodifusora del Ecuador	Quito	1340	250
HCQRX	Radiodifusora del Ecuador	Quito	5970	300

EL SALVADOR

YSP	La Voz de Cuscatlan	San Salvador	—	—
YSP	La Voz de Cuscatlan	San Salvador	—	—
YSPA	La Voz de Cuscatlan	San Salvador	—	—
YSPB	La Voz de Cuscatlan	San Salvador	—	—

GUATEMALA

TGW	La Voz de Guatemala	Guatemala City	610	10000
TGWA	La Voz de Guatemala	Guatemala City	9685 15170	10000
TGWB	La Voz de Guatemala	Guatemala City	6460	1000
TGWC	La Voz de Guatemala	Guatemala City	1520	1000

HAITI

Call Letters	Station Name	City	Frequency Kilocycles	Power Watts
HHW		Port-au-Prince	1230	75
HH3W		Port-au-Prince	9595	150

HONDURAS

HRN	La Voz de Honduras	Tegucigalpa	1450	500

MEXICO

XEQ	Radio Pan Americana, S. A.	Mexico City	730	50000
XEQQ	Radio Pan Americana, S. A.	Mexico City	9680	1000
XEA	Luis A. Maury	Campeche, Cam.	1370	250
XEBU	Feliciani Lopez Islas	Chihuahua, Chih.	1260	500
XEBL	Max Gomez Blanco	Culiacan, Sin.	1260	500
XEHL	Radio Aninciadora Kist S. de R. L.	Guadalajara, Jal.	1370	50
XEHQ	Radio Hermosillo S. de R. L.	Hermosillo, Son.	590	300
XERJ	Oscar Perez E.	Mazatlan, Sin.	1320	500
XEFC	Julio Molina Fonto	Merida, Yuc.	1340	250
XEMR	Enrique Serna Martinez	Monterrey, N. L.	1370	500
XELQ	Francisco Laris Iturbide	Morelia, Mich.	1270	100
XEAX	Alvaro Rodriguez A.	Oaxaca, Oax.	1270	500
XEHR	Manuel R. Canalo	Puebla, Pue.	1090	250
XETU	Juan Perez Cardonas	Tampico, Tams.	1460	1000
XEBP	Alejandro O. Stevenson, Jr.	Torreon, Coah.	1260	250
XEHV	Juan A. Palavicini	Veracruz, Ver.	1310	1000

NICARAGUA

YNOW	La Voz de la America Central	Managua	6850	800

PANAMA

HOC	Radio Teatro Estrella de Panama	Panama City	1440	50
HP5A	Radio Teatro Estrella de Panama	Panama City	11700	1000

PARAGUAY

ZP5	Radio Paraguay	Asuncion	1365	100

PERU

OAX6C	Radio Continental	Arequipa	1370	250
OAX6D	Radio Continental	Arequipa	9500	250
OAX6E	Radio Continental	Arequipa	6055	300
OAX4A	Radio Nacional del Peru	Lima	850	10000
OAX4Z	Radio Nacional del Peru	Lima	6082	15000

URUGUAY

CX16	Radio Carve	Montevideo	850	10000
CX24	Radio la Voz del Aire	Montevideo	58000	2500
CXA8	Radio Belgrano	San Carlos, Colonia	9620	20000
CXA14	Radio Belgrano	San Carlos, Colonia	11820	1000

VENEZUELA

YV5RG	Ondas Populares	Caracas	1010	1000
YV5RU	Ondas Populares	Caracas	6070	2232
YV6RA	Ecos Del Orinoco	Ciudad Bolivar	1400	750
YV6RU	Ecos Del Orinoco	Ciudad Bolivar	4790	1000
YV1RA	Ecos Del Zulia	Maracaibo	1300	200
YV1RV	Ecos Del Zulia	Maracaibo	4750	300
YV4RE	Radio Valencia	Valencia	1400	1000
YV4RP	Radio Valencia	Valencia	3460	1000

NBC PAN-AMERICAN SERVICE

PERSONNEL

Director of Latin American Broadcasts, Buck Cannel
Chief, Portuguese Section.....Aurora Diaz
Chief, Spanish Section.....Francisco Lara
Musical Commentator.....Augustin de Olivares

ARGENTINA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
LR4	Radio Splendid	Buenos Aires	990	50000
	LR4 Network			
LW1	Radio Cultura	Cordoba	790	20000
LT2	Radio Stentor	Rosario	1230	20000
LU3	Radio Del Sur	Bahia Blanca	1150	10000
LT4	Radio Posadas	Posadas	1010	1500
LU5	Radio Neuquen	Neuquen	1130	1500
LV6	Radio Mendoza	Mendoza	630	10000
LU7	Radio Catamarca	Catamarca	730	1500
LU4	Radio Comodoro Rivadavia	Comodoro Rivadavia	640	1000
LU12	Radio Rio Gallegos	Rio Gallegos	680	1000
LU6	Radio Atlantica	Mar del Plata	1300	500

BOLIVIA

CP4	Radio Illimani (Government)	La Paz	1000	10000

BRAZIL

PRB6	Radio Cruzeiro Do Sul	Sao Paulo	1220	5000
PRD2	Radio Cruzeiro Do Sul	Rio de Janeiro	1060	10000
	PRB6 Network			
PRA2	Radio Club do Brasil	Rio de Janeiro	860	10000
PRE7	Radio Cosmos, S. A.	Sao Paulo	1410	5000
PRI9	Radio Club do Espirito Santo	Vitoria	1350	1000
PRF9	Radio Difusora Porto Alegrense	Porto Alegre	640	5000
PRG8	Bauru Radio Club	Bauru	1210	250
PRB2	Radio Club Paranaense	Curityba	1440	5000
PRC5	Radio Club do Para	Para	1450	2000
PRD4	Radio Cultura de Araraquara	Araraquara	1370	500
PRE5	Radio Sociedade do Triangulo Mineiro	Uberaba	1390	500
PRH2	Radio Sociedade Farroupilha	Porto Alegre	600	25000
PRF7	Sociedade Radio Cultura de Campos	Campos	1330	250
PRI3	Radio Inconfidenciade Minas Geraes	Belo Horizonte	880	25000

CHILE

CB138	Radio El Mercurio	Santiago	1380	5000
CD70	Radio La Frontera	Temuco	1250	1000
CC117	Radio Zenith	Concepcion	1170	1000
CB64	Union de Recreo	Valparaiso	640	25000

COLOMBIA

HJCC	La Voz de Bogota	Bogota	870	5000
HJCR	Radiodifusora Nacional (Government)	Bogota	1200	5000
HJCZ	Cipriano Rios Hoyos "Voz de Colombia"	Bogota	1040	2500

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
HJAN	Emisoras Unidas	Barranquilla	1190	1000
HJFX	Emisoras Electra	Manizales	600	500
HJDE	La Voz de Antioquia	Medellin	6145	——
HJDK	La Voz de Antioquia	Medellin	1250	500
HJFA	La Voz de Pereira	Pereira	6054.3	500
HJFE	Radio Quirama	Pereira	——	——
HJGK	Radio Santander	Bucaramanga	1280	500
HJGB	Radio Santander	Bucaramanga	4775	——

COSTA RICA

TIPG	La Voz de la Victor	San Jose	625	4000
			9615	2500
TINBC	La Voz de la Democracia	San Jose	1070	——

CUBA

CMBZ	Radio Salas	Havana	950	5000
COBZ	Radio Salas	Havana	9030	1000
CMQ	Cambo & Gabriel, S. A.	Havana	690	25000
COCQ	Cambo & Gabriel, S. A.	Havana	9670	10000

CMQ Network

CMHQ	Cambo & Gabriel, S. A.	Santa Clara	810	10000
CMJK	Jones Castrillon & Cia.	Camaguey	920	10000
CMJL	Cambo & Gabriel, S. A.	Camaguey	620	500
CMKF	Manuel J. de Gongora	Holguin	1490	500
CMKU	Cambo & Gabriel, S. A.	Santiago de Cuba	970	1000
CMKJ	Cambo & Gabriel, S. A.	Holguin	800	1000

DOMINICAN REPUBLIC

HIX	Radiodifusora Oficial	Trujillo	800	1000
HI1X	Radiodifusora Oficial	Trujillo	6206	300
			17400	

ECUADOR

HCJB	La Voz de los Andes	Quito	4107	200
			12460	10000
			974	100
HC2ET	El Telegrafo	Guayaquil	1131	200

GUATEMALA

TGW	Radiodifusora Nacional de Guatemala	Guatemala City	1520	10000
TGWA	La Voz de Guatemala	Guatemala City	15170	10000
			9685	
			11760	
			17800	
TGWB	Radiodifusora Nacional	Guatemala City	6485	1000
TGWC	Radiodifusora Nacional	Guatemala City	2320	1000

HAITI

HH2S	Societe Haitienne de Radiodiffusion	Port-au-Prince	5945	400

HONDURAS

HRN	Rafael Ferrari, Paul John	Tegucigalpa	5875	500

MEXICO

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Watts Power
XEW	Cadena Radiodifusora Mexicana, S. A.	Mexico City	890	100000
XEWW	Cadena Radiodifusora Mexicana, S. A.	Mexico City	15160	10000

XEW Network

XEDK	Salvador Vazquez T.	Guadalajara, Jal.	1490	500
XERJ	Oscar Perez A.	Mazatlan, Sin.	610	600
XECZ	Zeferino Z. Jiminez	San Luis Potosi, S. L. P.	1370	100
XES	Difusora Portena	Tampico, Tamps.	1300	250
XEFI	Ramiro G. Uranga	Chihuahua, Chih.	1440	1000
XEBI	Pedro C. Rivas	Aguascalientes Aga.	1360	250
XECW	Juan Sedas M.	Cordoba, Ver.	1340	250
XEME	Perfecto Villamil Cisero	Merida, Yuc.	1240	400
XEFB	Jesus Quintanilla	Monterrey, N. L.	630	500
XEBH	Carlos Balderrama	Hermosillo, Son.	920	1000
XEBR		Hermosillo, Son.	1000	150
XEJR	Anastasio Gomez Gallardo	Parral, Chih.	1490	100
XERZ	Rafael C. Navarro	Leon, Gto.	1030	250
XEBP	Alejandro O. Stevenson	Torreon, Coah.	1260	250
XEFE	Rafael T. Carranza	N. Laredo, Tamps.	960	1000
XEE	Alejandro O. Stevenson, Jr.	Durango, Dgo.	1280	250
XEJX	Radio Emisora Queretana, S. de R. L.	Queretaro	1450	250
XEAM	Manuel L. Salinas	Matamoros, Tamps.	1400	250
XEKJ	Refugio Acosta de Valdivieso	Acapulco, Gro.	1400	250
XEBJ	Fernando Elizalde	C. Victoria, Tamps.	1450	100
XEJT		Celaya, Gto.	1600	100
XESA	Pablos y Elizalde, S de R L	Culiacan, Sin.	1360	250
XEBO	Alfonso Martinez	Irapuato, Gto.	1330	600
XEDW	Hector Silva Canto	Minatitlan, Ver.	1260	250
XEGL	Fuasto M. Gomez	Navojoa, Son.	1270	500
XETQ	Francisco Campos H.	Orizaba, Ver.	1370	250
XEMU	Cia Radiodifusora de Piedra Negras	Piedras Negras, Coah.	580	250
XETL	Calixto Almazan	Tuxpam, Ver.	1390	250
XERK	Dario Mondragon	Tepic, Nay.	1450	250
XEUF	Ignacio Navarro	Uruapan, Mich.	550	350
XEU	Fernando Pazos y Cia	Veracruz, Ver.	960	500
XEGC	Guillermo Calzada	Zamora, Mich.	1450	100
XEHR	Manuel R. Canale	Puebla, Pue.	1090	250
XEA	Luis A. Maury	Campeche, Camp.	1370	250
XEAX	Alvaro Rodriguez A.	Oaxaca, Oax.	1270	500
XEP	Esteban Parra	C. Juarez, Chih.	1300	500
XEI	Tiburcio Ponce	Morelia, Mich.	1400	250
XEBA	Javier Velasco	C. Guzman, Jal.	1270	125
XEBX	Miguel B. Rodriguez	Sabinas, Coah.	610	250
XEDE	Blas Narro Dunno	Saltillo, Coah.	1400	100
XECF	Francisco Perez H.	Los Mochia, Sin.	1330	1000

NICARAGUA

YNRS	Radiofusora Nicaraguense	Managua	8590	650
YNPH	Radiofusora Nicaraguense	Managua	1180	500

PANAMA

HOK	Panama Broadcasting System	Colon	640	250 C. P. 1000
HP5K	La Voz de la Victor	Colon	6005	250 C. P. 1000

PARAGUAY

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
ZPI	Radio La Capital	Asuncion	970	2000

PERU

OAX4A	Radiodifusora Nacional (Government)	Lima	854	10000

PUERTO RICO

WNEL	Juan Piza, "The Link of the Americas"	San Juan	1320	5000

EL SALVADOR

YSS	Estacion Radiodifusora Nacional (Govt.)	San Salvador	730	500
YSM	Estacion Radiodifusora Nacional (Govt.)	San Salvador	11710	500
YSD	Estacion Radiodifusora Nacional (Govt.)	San Salvador	7894	500
HUB	Estacion Radiodifusora Nacional (Govt.)	San Salvador	4780	300

URUGUAY

CX14	El Espectador	Montevideo	810	10000
CXA19	El Espectador	Montevideo	11705	1000
CX18	Radio Sport	Montevideo	890	5000
CXA9	El Espectador	Montevideo	15345	1000

CX14 Network

CW7	Radio Carmelo	Carmela	640	1000
CW46A	Radio Zorrilla de San Martin	Tacuarembo	1400	1250
CW45	Radio Trienta y Tres	Treinta y Tres	1390	100
CW19	Radio Rochense	Rocha	1340	100
CW47A	Radio Welcome	San Jose	1510	500
CW43	Radio Internacional	Minas	1480	500

VENEZUELA

YV5RA	Radio Caracas	Caracas	960	5000
YR5RN	Radio Caracas	Caracas	6200	10000

YV5RA Network

YV1RK	Radio Popular	Maracaibo	1250	300
YV1RL	Radio Popular	Maracaibo	4810	...
YV4RA	La Voz de Carabobo	Valencia	1350	1280
YV4RO	La Voz de Carabobo	Valencia	4760	300
YV3RE	Radio Barquisimeto	Barquisimeto	1470	1000
YV3RN	Radio Barquisimeto	Barquisimeto	4780	600
YV1RW	Radio Coro	Coro	1370	1000
YV1RY	Radio Coro	Coro	4770	...
YV2RB	La Voz del Tachira	San Cristobal	980	500
YV2RN	La Voz del Tachira	San Cristobal	4830	500
YV5RC	La Voz de Anzoategui	Barcelona	3450	1500
YV5RE	Onda del Neveri	Barcelona	1080	500
YV1RO	Radio Trujillo	Trujillo	3340	1040
YV2RC	La Voz de la Sierra	Merida	3420	495

STATIONS OF CUBA

PROVINCE OF HABANA

Call Letters	Owner		Frequency Kilocycles	Watts Power
CMW	A. Gil & M. Troncoso	Regla	550	2500
CMCY	Radio Habana Cuba, Cadena Azul, S. A.	Habana	590	15000
CMZ	Ministerio de Educacion	Columbia	1260	5000
CMCD	La Voz del Aire	Regla	630	15000
CMQ	Cambo & Gabriel, S. A.	Habana	690	25000 d.; 15000 n.
CMK	Fauto Montiel	Habana	830	250
CMBC	Domingo Fernandez Cruz	Habana	790	5000 d.; 1000 n.
CMBL	Radio Cadena Suaritos, S. A.	Arroyo Apolo	860	5000
CMCF	Oscar Gutierrez	Guanabacoa	910	5000
CMBZ	Manuel & Guillermo Salas	Habana	950	5000 d.; 1000 n.
CMCK	Casas & Cia	Puentes Grandes	980	5000
CMX	Francisco A. Lavin	Guanabacoa	1010	10000
CMCM	Compania Transradio Columbia, S. A.	Habana	1060	250
CMBY	Pages & Compania	Habana	1120	250
CMBQ	Amletto Battisti	Puentes Grandes	1150	5000 d.; 1000 n.
CMCU	Jorge Garcia Serra	Habana	1190	250 (C.P. 5000)
CMCO	Enrique Lasanta	Habana	1230	250
CMCW	Jose Villarino	Habana	1230	250
CMBF	Compania Cubana de Radio & Tele., S. A.	Puentes Grandes	730	5000
CMCH	Radio Popular, S. A.	Habana	1290	250
CMCX	Radio Popular, S. A.	Habana	1290	250
CMBG	John L. Stowers	Marianao	1390	1000
CMBS	Enrique Artalejo	Habana	1330	250
CMOA	Juan Fernandez Duran	Habana	1360	250
CMC	Rafael Valdes	Habana	1360	250
CMBX	Vicente Espinosa	Habana	1390	250
CMCB	Metropolitan Radio de Cuba, S. A.	Habana	1330	250
CMBD	Luis Perez Garcia	Habana	1460	250
			C.P. 1420	5000
CMCQ	Andres Martinez	Habana	760	250
CMCG	La Onda, S. A.	Habana	1460	250
CMCA	Agusto Testar & Jose Manuel Gonzalez	Habana	1490	250
CMOX	Perez & Chisholm	Habana	1490	250
CMBH	Alberto Alvarez Ferrera	Guanabacoa	1540	5000
CMCJ	Rafael Rodriguez	Habana	1580	250
CMCR	Aurelio Hernandez	Habana	1580	250

PROVINCE OF PINAR DEL RIO

CMAX	Juan de Dios Carreno	Artemisa	660	250
CMAQ	Cambo & Gabriel, S. A.	Pinar del Rio	810	1000
CM9RT	Raul Torres Pardal	Guines (Experimental)	1610	250
CMAN	Radio Habana Cuba, Cadena Azul, S. A.	Pinar del Rio	1300	1000
CMAC	Israel Porras Fajardo	Guanajay	1370	100
CMAB	Francisco Martinez	Pinar del Rio	1450	250

PROVINCE OF MATANZAS

Call Letters	Owner	City	Frequency Kilocycles	Power Watts
CMGF	Bernabe R. de la Torre	Matanzas	1240	250
CMGN	Radio Habana Cuba, Cadena Azul, S. A.	Jovellanos	1310	1000
CMGH	Manuel Garcia Alvarez	Matanzas	1440	500
CMGE	Genaro Sabater	Cardenas	1470	250

PROVINCE OF LAS VILLAS

CMHI	Radio Habana Cuba, Cadena Azul, S. A.	Santa Clara	570	15000
CMHQ	Cambo & Gabriel, S. A.	Santa Clara	800	5000
CMHW	R. H. C., Cadena Azul, S. A.	Santa Clara	960	1000
CMHT	Fernando E. Soto del Valle	Trinidad	990	250
———	Valdes & Menendes	Sagua La Grande	1100	100
CMHO	Enrique Lasante	Santa Clara	1250	250
CMHA	Abelardo Menocal	Sagua la Grande	1280	250
CMHP	Candido de los Angeles Guevaro	Placetas	1320	250
CMHJ	Romualdo Ugalde	Cienfueges	1350	250
CMHK	Virgilio Villanueva	Cruces	1380	250
CMHB	Vicente E. Weis	Sancti Spiritus	1410	250
CMHM	Jose R. Fomenias	Cienfueges	1450	250
CMHX	Francisco Chavarry Fuster	Santa Clara	1480	250
CMHD	Manuel Alvarez	Caibarien	1560	250

PROVINCE OF CAMAGUEY

CMJK	Jones Castrillon & Cia.	Camaguey	620	250
CMJN	Radio Habana Cuba, Cadena Azul, S. A.	Camaguey	740	1000
CMJA	Rafael Valdes Jimenez	Camaguey	1060	250
CMJL	Cambo & Gabriel, S. A.	Camaguey	920	5000
CMJE	Primo A. Cesares	Camaguey	1230	250
CMJM	Radio Habana Cuba, Cadena Azul, S. A.	Ciego de Avila	1270	1000
CMJF	Gertrudis de la Cruz Perez	Camaguey	1300	250
CMJC	Fernando Terron Bolanos	Camaguey	1340	250
CMJH	Luis Marauri	Ciego de Avila	1370	250
CMJW	Andres Moran Cisneros	Camaguey	1440	250
CMJI	Isidro Castellanos Perez	Ciego de Avila	1400	250
CMJO	Bonifacio Ildefonso	Ciego de Avila	1470	250
CMJQ	Manuel Puig Martinez	Nuevitas	1580	250

PROVINCE OF ORIENTE

CMKM	Raimundo Comas Soler	Manzanillo	560	250
CMKV	Radio Habana Cuba, Cadena Azul, S. A.	Holguin	600	1000
CMKS	Candido Savon Suarez	Guantanamo	900	250
CMKJ	Cambo & Gabriel, S. A.	Holguin	970	1000
CMKN	Radio Habana Cuba, Cadena Azul, S. A.	Santiago de Cuba	930	1000
CMKU	Cambo & Gabriel, S. A.	Santiago de Cuba	640	5000 d.; 1000 n.
CMKW	Ricardo Miranda Cortes	Santiago de Cuba	1000	1000
CMKG	Emilio Grau Medina	Victoria de las Tunas	1050	250
CMKX	Oscar Vidal Benitez	Bayamo	1390	250
CMKH	Virgilio Arciero	Guantanamo	1130	250
CMKO	Manuel Angulo Farran	Holguin	1220	250
CMKC	Robert Miguel Gonzalez	Santiago de Cuba	1250	250
CMKD	Otto J. Vinas Gimeno	Santiago de Cuba	1290	1000
CMKE	Radio Manzanillo, S. A.	Manzanilla	1320	250
CMKY	Pedro Zacca Cheda	Puerto Padre	1350	100
CMKR	Jaime Nadal	Santiago de Cuba	1090	250

Call Letters	Owner	City	Frequency Kilocycles	Power Watts
CMKZ	Joaquin Venero Obregon	Palma Soriano	1430	250
CMKQ	Angela Viciedo Quintero	San Luis	1460	500
CMKF	Manuel J. de Gongora	Holguin	1490	250

SHORT WAVE STATIONS IN HAVANA

COCO*	Casas & Cia	Puentes Grandes	6010	5000
COCH	General Broadcasting Co.	Guanabacoa	9437	5000
COCQ†	Cambo & Gabriel, S. A.		9670 9740	5000
COCM	Cia. Transradio Columbia, S. A.	Arroyo Apolo	9833	1000
COCX‡	Francisco A. Lavin	Habana	11650	1000
COBC**	Domingo Fernandez Cruz	Habana	17850	1000
COBQ††	Andres Martinez	Habana	8540	1000
COBZ‡‡	Guillermo Salas	Habana	9030 17820	1000
COCY***	Radio Habana Cuba, Cadena Azul, S. A.	Habana	21620	1000
COCD	La Voz del Aire, S. A.	Regla	6130	1000
COCW†††	Adolfo Gil Izquierdo	Regla	21740	1000

* Using 8700 kilocycles provisionally.
† Using 6345 and 8845 kilocycles provisionally.
‡ Using 9273 kilocycles provisionally.
** Using 9362 kilocycles provisionally.
†† Using 9235 kilocycles provisionally.
‡‡ Using 9026 kilocycles provisionally.
*** Using 11740 kilocycles provisionally.
††† Using 6322 kilocycles provisionally.

SHORT WAVE STATIONS IN THE INTERIOR

Province of Matanzas

COGF	Bernabe R. de la Torre	Matanzas	11800	1000

Province of Las Villas

COHI§	Radio Habana Cuba, Cadena Azul, S. A.	Santa Clara	11765	5000

§ Using 6450 kilocycles provisionally.

Province of Camaguey

COJK	Jones, Castrillon & Cia.	Camaguey	8663	1000

Province of Oriente

COKG	Emilio Grau Medina	Santiago de Cuba	8955	1200

SHORT WAVE STATIONS OPERATED BY OFFICIAL ORGANIZATIONS

COX-4	Ministerio de Educacion	Columbia	6390	5000
COX-7	Ministerio de Educacion	Columbia	4290	5000

STATIONS OF MEXICO

Call Letters	Owner	Location	Frequency Kilocycles	Power Watts Actual
XEKL	Carlo Ferraez Matos	Jalapa, Ver.	550	250
XEUF	Ignacio Navarro	Uruapan, Mich.	550	350
XEMU	Cia. Radiodifusora de P. Negras	Piedras Negras, Coah.	580	250
XEHQ	Radio Hermosillo S. de R. L.	Hermosillo, Son.	590	300
XEPH	Pedro Riestra Diaz	Mexico, D. F.	590	1000
XEAZ	Carlos V. Rodriguez	Reynosa, Tam.	590	250 (Auth.: 5000 d.)
XEZ	Jorge L. Palomeque	Merida, Yuc.	600	2000
XESF	Jose Martines R.	Morelia, Mich.	600	250
XEBX	Miguel B. Rodriguez	Sabinas, Coah.	610	250
XEFB	Jesus Quintanilla	Monterrey, N. L.	630	500
XETS	Wadelay Dominguez Correa	Tapachula, Chis.	630	100
XEBZ	Refugio Esparza Vda. de Valezzi	Mexico, D. F.	660	500
XED	Cia. Radiofonografica, S. A.	Guadalajara, Jal.	680	250
XEN	Guillermina P. de del Conde	Mexico, D. F.	690	1000 (Auth.: 5000)
XEAC	Jorge I. Rivera	Tijuana, B. C.	690	5000
XEQ	Radio Panamericana, S. A.	Mexico, D. F.	730	50000
XEDF	Ruperto Villarreal	Nuevo Laredo, Tam.	790	500
XERC	Radio Popular de Mexico, S. A.	Mexico, D. F.	790	500 (Auth.: 1000)
XEFW	Flores y Martinez	Tampico, Tam.	810	5000
XELA	Radio Metropolitana, S. A.	Mexico, D. F.	830	1000
XEMO	Fernando Federico Ferreira	Tijuana, B. C.	860	5000
XEUN	Universidad Nacional de Mexico*	Mexico, D. F.	860	1000 (Auth.: 5000)
XEW	Cadena Radiodifusora Mexicana	Mexico, D. F.	900	100000
XEAO	Chavez y Castro, Sucesores	Mexicali, B. C.	910	250
XEBH	Carlos Balderrama	Hermosillo, Son.	920	1000
XEMJ	Jesus F. Elizondo	Piedras Negras, Coah.	920	200
XEDP	Radio Gobernacion*	Mexico, D. F.	940	500 (Auth.: 150000)
XEGM	Rita Mayans y Gustavo Faist F.	Tijuana, B. C.	950	2500
XEFE	Rafael T. Carranza	Nuevo Laredo, Tam.	960	250 (Auth.: 1000)
XEU	Fernando Pazos y Cia.	Veracruz, Ver.	960	500
XEHK	Carmen Villasenor	Guadalajara, Jal.	960	250
XEK	Arturo Martinez	Mexico, D. F.	970	500
XEJ	Pedro Meneses, Jr.	Ciudad Juarez ,Chih.	970	5000
XEFQ	Pedro L. Diaz	Cananea, Son.	980	500
XECA	Nicolas M. Picot	Tampico, Tam.	980	1000
XEXT	Gobierno del Estado de Nayarit*	Tepic, Nay.	980	1000

Call Letters	Owner	Location	Frequency Kilocycles	Power Watts Actual
XET	El Pregonero del Norte, S. A.	Monterrey, N. L.	990	5000
XECL	Alfonso A. Lacarra	Mexicali, B. C.	990	5000
XEOY	Ignacio Diaz R.	Mexico, D. F.	1000	10000
XEJB	Gobierno del Estado de Jalisco	Guadalajara, Jal.	1010	5000
XEG	Rodolfo Junco de la Vega	Monterrey, N. L.	1050	50000 (Auth.: 150000)
XERB	Radiodifusora Internacional, S. A.	Tijuana, B. C.	1090	50000
XEHR	Manuel R. Canale	Puebla, Pue.	1090	250
XEFO	Partido Revolucion Mexicana	Mexico, D. F.	1110	5000 (Auth.: 20000)
XENT	Cia Industrial Universal, S.A.	Nuevo Laredo, Tam.	1140	50000
XETJ	Jesus Casillas Baoz	Tepatitlan, Jal.	1150	100
XEJP	Delia Cubillas de Fernandez	Mexico, D. F.	1150	500
XECD	Ricardo Vazquez	Puebla, Pue.	1170	350
XELO	Cia. Radiodifusora de P. Negras	Mexico, D. F.	1190	10000 (Auth.: 50000)
XEB	El Buen Tono, S. A.	Mexico, D. F.	1220	20000 (Auth.: 100000)
XEFV	Dario Cordoba	Ciudad Juarez, Chih.	1240	250
XERZ	Rafael C. Navarro	Leon, Gto.	1240	250
XEAT	Amador Ronquillo***	H. del Parral, Chih.	1250	250
XETF	Jose Rodriguez Lopez	Veracruz, Ver.	1250	500
XEDK	Salvador Vazquez T.	Guadalajara, Jal.	1250	500
XEL	Ramon Farreiro R.	Mexico, D. F.	1250	750
XEBL	Max Gomez Blanco	Culiacan, Sin.	1260	500
XEBM	Benjamin Briones	San Luis Potosi, S. L.	1260	150 (Auth.: 250)
XEDW	Hector Silva Canto	Minatitlan, Ver.	1260	250
XER	Rafael T. Carranza	Linares, N. L.	1260	250
XEXJ	Gobierno del Estado de Chiapas	Tuxtla Gutierrez, Chis.	1260	100
XEBU	Feliciano Lopez Islas	Chihuahua, Chih.	1260	100
XEBP	Alejandro O. Stevenson, Jr.	Pte. Torreon, Coah.	1260	250
XEAX	Alvaro Rodriguez A.	Oaxaca, Oax.	1270	500
XEFM	Sucs. R. Ortiz Gonzalez	Leon, Gto.	1270	20 (Auth.: 100)
XEGL	Fausto M. Gomez	Navojoa, Son.	1270	500
XEBA	Jose D. Gonzalez	Ciudad Guzman, Jal.	1270	125
XELQ	Francisco Laris Iturbido	Morelia, Mich.	1270	100
XEME	Perfecto Villamil Cisero	Merida, Yuc.	1270	400 (Auth.: 500)
XEX	El Heraldo del Comercio, S. A.	Monterrey, N. L.	1280	500
XEE	Alejandro O. Stevenson, Jr.	Durango, Dgo.	1280	100
XEOX	Felipe G. de Leon	Los Mochis, Sin.	1280	250
XELK	Macias y Acevedo	Zacatecas, Zac.	1280	100
XEBW	Radio Emisora del Norte	Chihuahua, Chih.	1280	250
XERL	J. Roberto Levy	Colima, Col.	1280	250
XEAG	Diodoro Zuniga	Cordoba, Ver.	1280	250
XEDA	Pedro Riestra Diaz	Mexico, D. F.	1290	200 (Auth.: 1000)
XEAP	Emilio Manzanilla	Ciudad Obregon, Son.	1290	100
XEP	Esteban Parra	Ciudad Juarez, Chih.	1300	500
XES	Difusora Portena, S. de R. L.	Tampico, Tam.	1300	100
XEC	Luis E. Enciso	Tijuana, B. C.	1310	250
XEHV	Juan A. Palavicini	Veracruz, Ver.	1310	1000

Call Letters	Owner	Location	Frequency Kilocycles	Power Watts Actual
XEAD	Alejandro A. Diaz	Guadalajara, Jal.	1310	125
XEAI	Carmen Gutierrez	Mexico, D. F.	1320	250 (Auth.: 500)
XESY	Publicistas del Norte A. en P.	Cananea, Son.	1320	100
XERJ	Oscar Perez E.	Mazatlan, Sin.	1320	500
XEKS	Juan Antonio de la Pena	Saltillo, Coah.	1330	100
XECF	Francisco Perez H.	Los Mochis, Sin.	1330	1000
XEBO	Alfonso Martinez	Irapuato, Gto.	1330	600
XELW	Salvador Galindo de la Torre	Guadalajara, Jal.	1340	250
XEDH	Vicente Hernandez	Villa Acuna, Coah.	1340	250
XEBK	J. Manuel Cortes	Nuevo Laredo, Tam.	1340	100
XEFZ	Pedro E. Rocher	Coatzacoalcos, Ver.	1340	250
XECW	Juan Sedas M.	Cordoba, Ver.	1340	250
XEFC	Julio Molina Fonto	Merida, Yuc.	1340	250
XEMA	Jose Miguel Acevedo Moya	Fresnillo, Zac.	1340	100
XEAA	Alberto Gonzalez	Mexicali, B. C.	1340	250
XEXS	Instituto Cientifico y Literario*	Toluca, Mex.	1340	100
XEQK	Angel H. Ferreiro	Mexico, D. F.	1350	400
XETB	Sucs. Aurelio G. Zaragoza	Pte Torreon, Coah.	1350	500
XETM	Jesus Manuel Franco	Naco, Son.	1350	1000
XEBI	Pedro C. Rivas	Aguascalientes, Ags.	1360	250
XESA	Pablos y Elizalde, S. de R. L.	Culiacan, Sin.	1360	500
XEHF	Gaston Mascarenas	Nogales, Son.	1370	1000
XETQ	Francisco Campos H.	Orizaba, Ver.	1370	250
XEMR	Enrique Serna Martinez	Monterrey, N. L.	1370	500
XEHL	Radio Anunciadora Kist. S. de R. L.	Guadalajara, Jal.	1370	500
XEA	Luis A. Maury	Campeche, Camp.	1370	250 (Auth.: 1000)
XEMX	Guillermo Robles	Mexico, D. F.	1380	500
XEM	Pedro Meneses, Jr.	Chihuahua, Chih.	1390	500
XEMQ	Lazaro Achurra	Merida, Yuc.	1390	250
XETL	Calixto Almazan	Tuxpan, Ver.	1390	250
XEDE	Blas Narro Dunno	Saltillo, Coah.	1400	150
XEJA	Daniel Schacht Perez	Jalapa, Ver.	1400	100
XEAM	Manuel L. Salinas	Matamoros, Tam.	1400	250
XEPF	Luis E. Enciso	Ensenada, B. C.	1400	250
XEI	Tiburcio Ponce	Morelia, Mich.	1400	250
XEMH	Alvaro Barquet	Merida, Yuc.	1400	100
XEKJ	Refugio Acosta de Valdivieso	Acapulco, Gro.	1400	250
XEBS	Maria Remedios Delgado	Mexico, D. F.	1410	200 (Auth.: 750)
XEDS	Alejandro A. Schober	Mazatlan, Sin.	1420	500
XEWE	Felipe Gallardo	Irapuato, Gto.	1420	100
XEH	Radio Tarnava, S. de R. L.	Monterrey, N. L.	1420	1000-500 (Auth.: 1000)
XEF	Gilberto Gil	C. Juarez, Chih.	1420	100
XEON	Cia. Radiodifusora Mexicana, S. A.	Tijuana, B. C.	1420	2000
XECZ	Zeferino Z. Jimenez	San Luis Potosi, S.L.P.	1430	1000
XEOK	Arturo Pina Perez	Progreso, Yuc.	1430	100
XELZ	Maria Cardona de Zetina	Mexico, D. F.	1440	1000
XEFI	Ramiro G. Uranga	Chihuahua, Chih.	1440	1000
XEGC	Guillermo Calzada	Zamora, Mich.	1450	100
XEJX	Radio Emisora Queretana, S. de R.L.	Queretaro, Qro.	1450	250

Call Letters	Owner	Location	Frequency Kilocycles	Power Watts Actual
XEBQ	Maria Refugio A. de Valdivieso	Torreon, Coah.	1450	100
XEDJ	Enrique Saralegui	Magdalena, Son.	1450	100
XEFK	Manuel Zapata Espinosa	Merida, Yuc.	1450	100
XERK	Dario Mondragon	Tepic, Nay.	1450	100
XEBJ	Fernando Elizalde	Ciudad Victoria, Tam.	1450	100
XEPP	Hector Sotomayor	Orizaba, Ver.	1450	100 (Auth.: 250)
XEWG	Carlos Mendez	Ciudad, Juarez, Chih.	1460	250 (Auth.: 1000)
XETU	Juan Perez Cardenas	Tampico, Tam.	1460	1000
XEAU	Manuel Acuna Varela	Tijuana, B. C.	1470	250
XESM	Salvador San Martin	Mexico, D. F.	1470	500 (Auth.: 1000-5000)
XELY	Rafael Loal Camarena	Aguscalientes, Ags.	1490	150
XEOB	Panfilo Gonzales Flores	Gomez Palacio, Dgo.	1490	100
XETR	Cesar Trujillo Vadillo	Ciudad Madero, Tams.	1490	100
XEJR	Anastasio Gomez Gallardo	H. del Parral, Chih.	1490	100
XEDR	Modesto Ortega	Guaymas, Son.	1490	100
XECH	Rodolfo Llamas	Toluca, Mex.	1490	250
XERH	Gabriel Hernandez Llergo	Mexico, D. F.	1500	400 (Auth.: 500)
XEML	Roberto Valozzi Esparza	Coyoacan, D. F.	1550	1000
XEBG	Angel B. Fernandez	Tijuana, B. C.	1550	1000
XEAW	Cia Internacional Dif. de Reynosa	Reynosa, Tam.	1570	100000
XEMC	Dolores G. Estrada de F.	Mexico, D. F.	1590	200 (Auth.: 5000)
XEJT	Jose Torres Moralos	Celaya, Gto.	1600	100

Short Wave Stations

XEJG	Gobierno del Estado de Jalisco	Guadalajara, Jal.	4820	200
XEBT	El Buen Tono, S.A.	Mexico, D. F.	6000	500 (Auth.: 10000)
XEUW	Fernando Pazos Sosa	Veracruz, Ver.	6020	250
XEKW	Jose Martinez Ramirez	Morelia, Mich.	6030	500
XETW	Flores y Martinez	Tampico, Tam.	6045	100
XEBF	Pedro Coronel Aburto	Jalapa, Ver.	6090	250
XEUZ	Partido Revolucion Mexicana	Mexico, D. F.	6130	100
XEDQ	Cia. Radiofonografica, S. A.	Guadalajara, Jal.	6155	100
XEXA	Radio Gobernacion*	Mexico, D. F.	6175	100
XECC	Ricardo Vazquez	Puebla, Pue.	6185	50
XECR	Secretaria de Relaciones Exteriores*	Mexico, D. F.	7380	20000
XEWW	Cadena Radiodifusora Mexicana, S. A.	Mexico, D. F.	9500	10000
XEFT	Jose Rodriguez Lopez	Veracruz, Ver.	9545	250
XEYU	Universidad Nacional de Mexico**	Mexico, D. F.	9600	250
XEQQ	Radio Panamericana, S. A.	Mexico, D. F.	9680	1000
XEBR	Carlos Balderrama	Hermosillo, Son.	11820	150

* Official station
** Cultural station

STATIONS OF SOUTH AMERICA

ARGENTINA*

Call Letters	Station Name	Location	Frequency Kilocycles	Power Watts
LV1	Radio Graffigna	San Juan	560	10000
LV12	Radio Aconquija	Tucuman	580	5000
LS10	Radio Calloa	Florida, Buenos Aires	590	6000
LV3	Radio Cordoba	Cordoba	620	15000
LV6	Radio Mendoza	Mendoza	630	10000
LU4	Radio Comodora Rivadavia	Comodoro Rivadavia, Chubut	640	5000
LS4	Radio Portena	Ciudadela, Buenos Aires	670	12000
LU12	Radio Rio Gallegos	Rio Gallegos, Santa Cruz	680	1000
LV4	Radio San Rafael	San Rafael, Mendoza	690	1000
LS1	Radio Municipal	Monte Grande, Buenos Aires	710	50000
LW7	Radio Catamarca	Catamarca	730	1000
LRA		Buenos Aires	750	10000
LT1	Radio del Rosario	Rosario, Santa Fe	780	10000
LW1	Radio Cultura	Cordoba	790	15000
LV7	Radio Tucuman	Tucuman	820	2500
LR5	Radio Excelsior	Monte Grande, Buenos Aires	830	25000
LT8	Radio Rosario	Rosario, Santa Fe	840	3000
LR6	Radio Mitre	Hurlingham, Buenos Aires	870	25000
LU2	Radio Bahia Blanca	Bahia Blanca	900	5000
LR2	Radio Argentina	Banfield, Buenos Aires	910	6000
LR3	Radio Belgrano	Hurlingham, Buenos Aires	950	90000
LV2	Radio Central	Cordoba	960	5000
LV9	Radio Provincia de Salta	Salta	970	1000
LR4	Radio Splendid	Rivadavia, Buenos Aires	990	50000
LT4	Radio Misiones Posadas	Posadas, Misiones	1010	1000
LS2	Radio Fenix	Florida, Buenos Aires	1030	5000
LR1	Radio El Mundo	San Fernando, Buenos Aires	1070	50000
LT5	Radio Chaco	Resistencia, Chaco	1080	1500
LV5	Radio Los Andes	San Juan	1090	1500
LU5	Radio Neuquen	Neuquen	1130	1000
LU3	Radio del Sud	Bahia Blanca	1150	10000
LT3	Radio Sociedad Rural de Crealistas	Rosario, Santa Fe	1160	5000
LV11	Radio del Norte	Santiago del Estero	1170	2000
LS2	Radio Prieto	Florida, Buenos Aires	1190	15000
LT9	Radio Roca Soler	Santa Fe	1200	1000
LV10	Radio de Cuyo	Heras, Mendoza	1210	2500
LT2	Radio Stentor	Rosario, Santa Fe	1230	15000
LU7	Radio Gral. San Martin	Bahia Blanca	1240	2500

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Call Letters	Station Name	Location	Frequency Kilocycles	Power Watts
LU8		Santa Rosa, La Pampa	1250	500
LT12		Santa Fe	1260	1000
LV12	Radio La Voz del Aire	Vicente Lopez, Buenos Aires	1270	6000
LU6	Radio Atlantica	Mar del Plata	1300	500
LS11	Radio Provincia de Buenos Aires	Olmos, Buenos Aires	1310	30000
LT10	Radio del Instituto Social de la Universidad Nacional del Litoral.	Santa Fe	1320	500
LV17		Cordoba	1330	1000
LT7	Radio Provincia de Corrientes	Corrientes	1340	1000
LS6	Radio del Pueblo	Ciudadela, Buenos Aires	1350	6000
LV15		Catamarca	1360	500
LV18		Mendoza	1370	500
LR11	Radio de la Universidad Nacional de La Plata	La Plata	1390	500
LV13	Radio Provincia de Jujuy	Jujuy	1430	1000
LU9		Necochea, Buenos Aires	1440	500
LV14	Radio Provincia de La Rioja	La Rioja	1460	500
LT11	Radio Provincia de Entre Rios	Parana, Entre Rios	1470	500
LV16	Radio Universidad de Cuyo	Mendoza	1520	250
LV8	Radio Presidente	Cordoba	1540	250

Short Wave Stations

LRS1	Radio Argentina de Emisoras Splendid	Buenos Aires	6090	25000
LRM	Sociedad Diario	Mendoza	6180	10000
LRA2		Buenos Aires	6180	7000
LRS	Radio Argentina de Emisoras Splendid	Buenos Aires	9590	25000
LRX	Radio El Mundo	San Fernando, Buenos Aires.	9660	7000
LRA1		Buenos Aires	9690	7000
LRA3		Buenos Aires	11730	7000
LRY	Radio Belgrano	Hurlingham, Buenos Aires	11840	90000
LRR	Diario La Capital	Rosario, Santa Fe	11880	10000
LRU	Radio El Mundo	San Fernando, Buenos Aires.	15290	7000
LRA5		Buenos Aires	17830	7000
LRA6		Buenos Aires	42485	150

BOLIVIA

Call Letters	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
CP		Proyecto	——	550	5000
CP44	Radio Popular	Cochabamba.	Victor Veltze	580	50
CP32	Radio Bolivia	La Paz	J. C. Salinas	620	50
CP34	Radio Sucre	La Paz	Arturo Steele	680	150
CP46	Radio Victoria	La Paz	——	770	50
CP20	Radio Condor	La Paz	Ramon Pelaez	900	250
CP19	Radio Cultura	La Paz	Hugo Aspiazu	950	50
CP31	Radio Patria	La Paz	Senor Freire	975	50
CP4	Radio Illimani	La Paz	Estado	1040	10000
CP10	Radio La Paz	La Paz	Gonzalo Munoz A.	1090	50
CP45	Radio Rural	Cochabamba.	Raul Montecinos	1090	50
CP16	Radio Paris	La Paz	Abel Maldonado	1200	50
CP14	Radio La Noche	La Paz	Javier Romero	1250	50
CP13	Radio El Oriente	Santa Cruz.	L. Canedo Reyes	1250	50
CP18	Radio Comercio	La Paz	Luis Cortadellas	1300	50
CP29	Radio Fides	La Paz	C. S. Calixto	1350	100
CP28	Radio Central	Cochabamba.	Gottret & Co.	1360	150
CP3	Radio Nacional	La Paz	Costas Bros.	1390	5000
CP27	Radio Pilot	Sucre	Carlos Torres R.	1420	50
CP36	Radio Mercurio	Oruro	Enrique Wanting	1420	50

Call Letters	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
CP8	Radio America	La Paz	Luis Medina	1450	50
CP17	Radio Cultura	Potosi	Alfredo Ossio L.	1600	50
CP41	Radio Chuquisaca	Sucre	Jose Camacho	6020	250
CP11	Radio Bolivar	Oruro	Estado	6100	250
CP2	Radio Nacional	La Paz	Costas Bros.	6110	5000
CP15	Radio Condor	La Paz	Ramon Pelaez	6120	250
CP22	Radio International	Potosi	Luis Camacho A.	6130	250
CP30	Radio El Oriente	Santa Cruz	L. Canedo Reyes	6135	250
CP12	Radio Fides	La Paz	C. S. Calixto	6150	250
CP39	Radio Continental	Cochabamba	Remberto Zapata	6160	250
CP37	Radio Oruro	Oruro	Mariaca & Co.	6170	250
CP23	Radio Guadalouivir	Tarija	———	6190	250
CP5	Radio Illimani	La Paz	Estado	6200	1000
CP1	Radio Chuquisaca	Sucre	Jose Camacho B.	9500	1000
CP38	Radio National	La Paz	Costas Bros.	9505	5000
CP6	Radio Illimani	La Paz	Estado	9520	1000
CP40	Radio Central	Cochabamba	Gottret & Co.	9570	250
CP25	Radio Sucre	La Paz	Arturo Steele	9700	250
CP7	Radio Illimani	La Paz	Estado	15300	1000

BRAZIL*

Call Letters	Station Name and/or Owner, City	Frequency Kilocycles	Power Watts
PRJ6	Radiodifusora de Aracajua, Aracajua, Sergipe	630	1000
PRI8	Cultura de Aracatuba, Aracatuba, Sao Paulo	1460	100
PRJ3	Araguari, Araguari, Minas Geraes	970	250
PRD4	Cultura de Araraquara, Araraquara, Sao Paulo	1370	500
PRA4	Sociedade de Baia S. A., Sao Salvador, Bahia	740	10000
ZYA9	Radiodifusora de Assis, Assis, Sao Paulo	1550	100
PRJ8	Barretos, Barretos, Sao Paulo	1530	100
PRG8	Bauru Radio Club, Bauru, Sao Paulo	1210	500
PRC5	Club do Para, Belem, Para	1450	2000
		4865	2000
PRC7	Sociedade Radio Mineira, Belo Horizonte, Minas Geraes	690	3000
PRH6	Sociedade Radio Guarany, Belo Horizonte, Minas Geraes	1340	3000
PRI3	Inconfidencia, Belo Herozinte, Minas Geraes	880	25000
PRC4	Club de Blumenau, Blumenau, Santa Catharina	1330	250
PRF8	Emissora Botucatu, S. A., Botucatu, Sao Paulo	1530	100
ZYA3	Radiodifusora Cambara, S. A., Cambara, Parana	1590	100
PRC9	Sociedade Radio, E. de Campinas, Campinas, Sao Paulo	1170	1000
PRI7	Sociedade Campo Grande, Campo Grande, Mato Grosso	1510	100
PRF7	Cultura de Campos, Campos, Rio de Janeiro	1330	500
ZYA2	Radiofusora Matogrossense, Corumba, Mato Grosso	1470	500
PRG6	Sociedade Mantiqueira, Cruzeiro, Sao Paulo	640	500
PRB2	Club Paranaense, Curityba, Parana	1440	5000
ZYB6	Voz de Formiga, Formiga, Minas Geraes	1530	100
PRE9	Ceara Radio Club, Forteleza, Ceara	1320	2000
		6105, 15165	5000
PRB5	Club Hertz, Franca, Sao Paulo	1240	250
PRD9	Radiodifusora Itapetininga, Itapetininga, Sao Paulo	970	250
ZYA7	Club de Itarare, S. A., Itarare, Sao Paulo	1550	100
PRG4	Club de Jaboticabal, Jaboticabal, Sao Paulo	1250	250
PRG7	Club de Jauense, Jau, Sao Paulo	1010	250
ZYA5	Radiodifusora de Joinville, Joinville, Santa Catarina	1600	100
PRI4	Tabajara da Paraiba, Joao Pesson, Parahyba	1110	10000

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Call Letters	Station Name—Owner and Location, City	Frequency Kilocycles	Power Watts
PRB3	Sociedade de Juiz de Fora, Juiz de Fora, Minas Geraes	1010	500
PRJ5	Educadora de Limeira, Limeira, Sao Paulo	1550	100
ZYB3	Lins Radio Club, S. A., Lins, Sao Paulo	1550	100
PRF6	Government, Manaos, Amazonas	4895	100
PRI2	Club de Marilia, Marilia, Sao Paulo	1090	500
ZYB5	Educadora de Natal, S. A., Natal, Rio Grande do Norte	1270	1000
PRD8	Club Fluminense, Nictheroy, Rio de Janeiro	1320	1000
PRE6	Sociedade Fluminense, Nictheroy, Rio de Janeiro	1470	1000
PRJ4	Educadora de Parnaiba, Parnaiba, Piaui	1470	500
ZYB4	Radio Club de Patos, Patos, Minas Geraes	1530	100
PRC3	Sociedade Pelotense, Pelotas, Rio Grande do Sul	580	250
PRH4	Radio Culture, Pelotas, Rio Grande do Sul	1320	500
PRD3	Petropolis Radiodifusora S. A., Petropolis, Rio de Janeiro	1480	1000
PRD6	Club de Piracicaba, Piracicaba, Sao Paulo	820	250
PRH5	Club Pocos de Caldas, Pocos de Caldas, Minas Geraes	1160	250
PRJ2	Club Pontagrossense, Ponta Grosso, Parana	1240	500
PRC2	Sociedade Gaucha, Porto Alegre, Rio Grande do Sul.	680	5000
PRF9	Radiodifusora Porto Alegrense, Porto Alegre, Rio Grande do Sul	640	5000
PRH2	Sociedade Farroupilha, Porto Alegre, Rio Grande do Sul	600	25000
PRJ7	Club de Pousa Alegre, S. A., Pouso Alegre, Minas Geraes	1530	100
PRI5	A Voz do Sertao, Presidente Prudente, Sao Paulo	970	250
PRA8	Club de Pernambuco, Recipe, Pernambuco	720 6013	25000 5000
PRA7	Club de Ribeirao Preto, Ribeirao Preto, Sao Paulo	730	500
PRH7	Louzada, Bueno & Cia., Riberirao Preto, Sao Paulo	1170	....
PRF2	Club de Rio Clara, Rio Clara, Sao Paulo	1460	250
PRA2	Ministerio Educacao e Saude Publica, Rio de Janeiro, Federal District	800	25000
PRA3	Club do Brasil, Rio de Janeiro, Federal District	860	10000
PRA9	Sociedade Mayrink Veiga, Rio de Janeiro, Federal District	1220	25000
PRB7	Sociedade Radio Educadora do Brasil, Rio de Janeiro, Federal District	900 6200, 9610, 15370	5000 25000
PRC8	Sociedade Guanabara, Rio de Janeiro, Federal District	1360	5000
PRD2	Sociedade Radio Cruzeiro do Sul, Rio de Janeiro, Federal District	1060	10000
PRD5	Instituto Educacao do Distrito Federal, Rio de Janeiro, Federal District	1400	1000
PRE2	Sociedade Vera Cruz, Rio de Janeiro, Federal District	1430	20000
PRE3	Transmissora Brasileira, Rio de Janeiro, Federal Disrtict	1180	10000
PRE8	Sociedade Radio Nacional, Rio de Janeiro, Federal District	980	25000
PRF4	Jornal do Brasil S. A., Rio de Janeiro, Federal District	940	10000
PRG3	Tupy do Rio de Janeiro, Federal District	1280	10000
PRH8	Ipanema S. A., Rio de Janeiro, Federal District	1120	5000
PRB8	Rio Preto S. A., Rio Preto, Sao Paulo	640	250
PRB4	Club de Santos, Santos, Sao Paulo	1450	1000
PRG5	Sociedade Radio Atlantica, Santos, Sao Paulo	580	750
ZYA6	Sao Carlos, S. A., Sao Carlos, Sao Paulo	1590	100
PRJ9	Radiodifusora do Estado, Sao Luis, Maranhao	1490	5000
PRI6	Club Sao Manoel, Sao Paulo	1510	100
ZYA4	Radiodifusora Paraisense, S. A., Sao Sebastiao do Paraiso	1510	100
PRD7	Club de Sorocaba, Sorocaba, Sao Paulo	1080	500
ZYA8	Club Sorocaba, Sorocaba, Sao Paulo	1590	100
PRA5	Sao Paulo, Sao Paulo, Sao Paulo	1260	5000

Call Letters	Station Name—Owner and Location, City	Frequency Kilocycles	Power Watts
PRA6	Sociedade Radio Educadora Paulista, Sao Paulo, Sao Paulo	890	10000
PRB6	Sociedade Radio Cruzeiro do Sul, Sao Paulo, Sao Paulo	1200	10000
PRB9	Sociedade Record, Sao Paulo, Sao Paulo	1000	25000
PRE4	Sociedade Cultura "Voz de Espaco," Sao Paulo, Sao Paulo	1300	5000
PRE7	Sociedade Radio Comos, Sao Paulo, Sao Paulo	1410	5000
PRF3	Difusoro Sao Paulo, Sao Paulo	960	5000
PRG2	Tupy de Sao Paulo, Sao Paulo, Sao Paulo	1040	25000
PRG9	Excelsior, Sao Paulo, Sao Paulo	1100	25000
PRH3	Piratininga, Sao Paulo, Sao Paulo	620	5000
PRH9	Sociedade Bandeirante, Sao Paulo, Sao Paulo	840	5000
ZYB7-8-9	Radiodifusora de Sao Paulo, Sao Paulo, Sao Paulo	6095, 11765, 25000, 15155	
PRE5	Sociedade Triangulo Mineiro Uberaba, Minas Geraes.	1390	500
PRC6	Radiodifusora Brasileira, S. A., Uberlandia, Minas Geraes	1510	100
ZYB2	Club de Varginha, Ltd., Varginhas, Minas Geraes	1590	100
PRI9	Club do Espirito Santo, Victoria, Espirito Santo	1350	100
PRF5	Comp. Radio Internacional Brasil, Rio de Janeiro, Federal District	6105, 9500, 9600 10220, 15190	12000
PRA8	Club de Pernambuco, Recipe, Pernambuco	6012	5000

BRITISH GUIANA

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
ZFY	British Guiana United Broadcasting Co., Georgetown	6130	650

CHILE

Call Letters	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
CA63	Radio Esmeralda	Iquique	Antonio Cajiao	630	250
CA90	Radio Ynesta	Tocopilla	Hilda Cueller	900	100
CA96	La Voz del Norte	Coquimbo	Cesar Nieme Apey	960	300
CA127	La Voz del Norte	Antofagasta	Raquel Palma de Pedreni	1270	100
CA141	Radio El Loa	Antofagasta	Angel Garcia & Co.	1410	1400
CB57	Soc. Nac. de Agriculture	Santiago	Soc. Nac. de Agriculture	570	6000
CB66	Radio Chilena	Santiago	International Machinery Co.	660	700
CB64	Radio Aconcagua	Vina Del Mar	Adriano Iz	640	1000
CB68	Radio Metro	Vina Del Mar	Renard & Garcia Tello	680	300
CB76	Cooperative Vitalicia	Santiago	Soc. Cooperative Vitalicia	760	5000
CB78	Cooperative Vitalicia	Valparaiso	Soc. Cooperativa Vitalicia	780	16000
CB84	Radio del Pacificio	Valparaiso	Angel Prieto	840	50
CB89	Otto Becker	Santiago	Bernardo & Otto Becker	890	600
CB93	Radio Hucke	Santiago	Orlandini & Raggio, Ltd.	930	10000
CB90	Soc. Nac. de Agricultura	Valparaiso	Soc. Nac. de Agricultura	900	1000
CB97	Radio Prat	Santiago	Soc. Industrial de Maquinaria	970	1000
CB101	Radio Mayo	Santiago	Felix Bewais & Cia.	1010	1100
CB103	Univ. Tecnica Sta. Maria	Valparaiso	Fundacion Santa Maria	1030	400
CB106	Sud America	Santiago	Manuel Casblanca	1060	5000

Call Letters	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
CB111	Radio Los Castanos	Vina del Mar	Joaquin Venegas	1110	600
CB113	Radio de Quillota	Valparaiso	Vargas & Salinas	1130	2000
CB114	Radio del Pacifico	Santiago	Ricardo Vivado	1140	500
CB116	Radio Caupolican	Valparaiso	Oscar Cornejo Harker	1160	750
CB120	Diario La Union	Valparaiso	Jiles & Cia	1200	650
CB124	Vina del Mar	Valparaiso	Ramon & Fernando Garcia & Co.	1240	150
CB126	Radio Carrera	Santiago	Soc. Chilena Radiodifusora, S. A.	1260	12000
CB130	Radio "La Americana"	Santiago	Lehman & Becker	1300	1500
CB132	Radio Independencia	Valparaiso	David Wallace	1320	700
CB134	Radio Cervantes	Santiago	Amilear Locci J.	1340	2000
CB138	"El Mercurio"	Santiago	Emp. Periodistica "El Mercurio"	1380	3500
CB140	Onda Azul	San Antonio	Soc. Radiodifusora Onda Azul, Ltd.	1400	250
CB144B	Radio O'Higgins	Santiago	Bogolowski & Cia.	1440	2500
CB144C	Radio Moraga & Cia.	Santiago	Miguel Torres de la Fuente	1440	200
CB147	Radio Continental Vitalicia	Valparaiso	Luis Falcone	1470	350
CE960	Radio "La Americana"	Santiago	Lehmann & Becker	9600	1000
CE970	Cooperative Vitalicia	Valparaiso	Soc. Cooperative Vitalicia	9700	2500
CE1170	Radio Otto Becker	Santiago	Bernardo & Otto Becker	11700	150
CE1174	Radio Hucke	Santiago	Orlandini & Raggio	11740	1000
CE1180	Soc. Nac. de Agriculture	Santiago	Soc. Nac. de Agricultura	11800	1000
CC63	Radio Central	Rancagua	Manuel Massoni	630	300
CC64	Diario El Sur	Concepcion	Mario Saez	640	850
CC67		Talca	Ramon Abasolo	670	100
CC84	Radio Cultura	Talcahuano	Francisco Morales	840	250
CC96	Radio Curico	Curico	Alberto Guerra	960	100
CC109	Radio Rancagua	Rancagua	Jorge Romero	1090	600
CC117	Radio Zenith	Concepcion	Federico Sanchez	1170	1300
CC127	Radio Nuble	Chillan	Rafael Barrios	1270	150
CC133	Radio La Discusion	Chillan	Miguel Arrau	1330	100
CC141	Radio "Patria"	Concepcion	Pedro Lopez de Heredia	1410	400
CC145	Radio La Prensa	Rancagua	Ramon Caceres	1450	800
CD69	Radio Sur	Valdivia	Soc. Radio-Emisoras "Sur de Chile	690	500
CD84	Soc. Agricola & Ganadera de Osorno	Osorno	Soc. Agricola & Ganadera de Osorno	840	1500
CD70	La Frontera	Temuca	Daniel de Mayo	700	1250
CD101	Radio Llanguihue	Puerto Montt	Soc. Radio-Emisoras "Sur de Chile	1010	500
CD103	Radio Magallanes	Magallanes	Ramon Verde Ramos	1030	100
CD111	Radio Austral	Magallanes	Emilio Turina	1110	100
CD113		Punta Arenas	Julio Femenina Loyola	1130	500
CD125	Radio Temuco	Temuco	Jorge Spano Riffo	1250	500
CD132	Radio Baguedano	Valudivia	Carlos Cockbaine	1320	1000
CD136	La Voz del Sur	Punta Arenas	Ines Diez Paz	1360	500
CD147	Radio Aliviol	Puerto Montt	Ernesto Riedel	1470	100
CE1190	Radio Sur	Valdivia	Soc. Radio-Emisoras "Sur de Chile"	11900	250

COLOMBIA

Call Letters	Location	Owner	Frequency Kilocycles	Power Watts
HJ-FX	Manizales	Antonio Pinzon H.	600	1000
HJ-CU	Bogota	Cristobal Paez	720	5000
HJ-CI	Bogota	Manuel J. Gaitan	810	2500
HJ-CC	Bogota	Gustavo Uribe Th.	870	5000
HJ-CS	Bogota	C. E. Arboleda	920	50000
HJ-CM	Bogota	Roberto Ramirez G.	970	500
HJ-CZ	Bogota	Cipriano Rios Hoyos	1040	2500
HJ-AH	Barranquilla	Alex Blanco	1050	1000
HJ-CG	Bogota	Luis J. Bernal N.	1060	1000
HJ-EE	Cali	Jose T. Calderon	1090	500
HJ-CB	Bogota	Roberto Ramirez G.	1105	1000
HJ-FQ	Pereira	Marcelino Ossa M.	1120	500
HJ-GE	Bucaramanga	Gustavo Sorzano	1130	1000
HJ-BJ	Santa Marta	Julio A. Sanchez	1140	500
HJ-DT	Medellin	Alfonso Jaramillo	1150	500
HJ-EB	Cali	Eduardo Cordoba	1150	500
HJ-CO	Bogota	Jesus M. Garcia	1160	1000
HJ-HB	Pasto	Hernando Bueno D.	1170	500
HJ-EQ	Palmira	Regulo Benitez P.	1180	500
HJ-AN	Barranquilla	Eliecer Velasco	1190	1000
HJ-CR	Bogota	Gobierno Nacional (Cultural)	1200	5000
HJ-FM	Armenia	Botero & Compania	1210	500
HJ-AM	Monteria	Julio A. Sanchez	1210	251
HJ-CE	Bogota	Gustavo Uribe Th.	1220	1000
HJ-EO	Cartago	Daniel Benitez	1230	500
HF-AF	Cartagena	Rafael Fuentes	1240	500
HJ-FG	Armenia	Alfonso Toro V.	1245	500
HJ-DK	Medellin	Duis Ramos	1250	500
HJ-EL	Cali	Hernando Bueno	1260	500
HJ-BC	Cucuta	Pompilio Sanchez	1270	500
HJ-AT	Barranquilla	Delfina V. De Haayen	1275	1000
HJ-GK	Bucaramanga	Francisco A. Bueno	1280	500
HJ-DA	Medellin	Humberto Restrepo A.	1285	500
HJ-CK	Bogota	Arez & Tobon Sierra	1290	500
HJ-EC	Cali	Rafael Angulo	1300	500
HJ-AK	Barranquilla	Clemente Basallo	1310	500
HJ-FO	Libano	Hector E. Giraldo L.	1310	100
HJ-DQ	Medellin	Fernando Restrepo A.	1320	1000
HJ-AA	Barranquilla	Alfonso Rosales Navarro	1330	500
HJ-CN	Bogota	Roberto Laignelet	1335	500
HJ-EF	Cali	Hernando Bueno	1340	500
HJ-FF	Pereira	Antonio Giraldo	1350	1000
HJ-HA	Pasto	Luis F. Martinez	1350	500
HJ-GN	Bucaramanga	Francisco A. Bueno	1360	1000
HJ-DC	Medellin	Francisco Cuartez	1360	500
HJ-AI	Barranquilla	Julian Melendez	1370	500
HJ-EN	Cali	Alfonso Mesa Vargas	1370	500
HJ-DR	Medellin	Camilo Torres P.	1380	500
HJ-CJ	Bogota	Manuel J. Gaitan	1380	500
HJ-FD	Manizales	Francisco Jaramillo	1390	500
HJ-ER	Cali	Cesar Mendoza M.	1395	500
HJ-FL	Ibague	Luis E. Martinez	1400	250
HJ-AR	Cartagena	Lequerica Hermanos	1400	500
HJ-BH	Santa Marta	Jose M. Conde	1410	500
HJ-EI	Buga	Hernando Bueno	1410	100
HJ-AC	Magangue	Manuel Agustin Varela	1420	100

Call Letters	Location	Owner	Frequency Kilocycles	Power Watts
HJ-GA	Tunja	Pedro P. Martinez	1425	250
HJ-EK	Tulua	Hernando Bueno D.	1430	100
HJ-CV	Girardot	Antonio Useche R.	1430	100
HJ-AD	Cartagena	Rafael Fuentes	1440	250
HJ-EG	Popayan	Mercedes M. De Valencia	1450	250
HJ-EJ	Palmira	Rafael Angulo	1460	500
HJ-CL	Girardot	Carlos J. Sanchez G.	1460	100
HJ-BE	Cienaga	Elvira De Pereira	1460	250
HJ-AL	Monteria	Julio Cesar Patino	1465	500
HJ-FE	Pereira	Cesar Arango Mejia	1470	500
HJ-DL	Medellin	Jaime Tobon B.	1480	500
HJ-EP	Buga	J. Ortiz Marquez	1485	500
HJ-DU	Medellin	Universidad de Antioquia (Cultural)	1490	250
HJ-AS	Barranquilla	Miguel A. Ruiz	1500	250
HJ-FO	Ibague	Vicente Caitan Rondon	1500	100
HJ-FJ	Aguadas C.	Roberto Florez (Cultural)	1500	25
HJ-EA	Popayan	Jesus H. Hormaza	1500	500
HJ-EM	Cali	Arturo Salazar	1510	500
HJ-DM	Medellin	Prospero Aguirre M.	1520	1000
HJ-BF	Ocana	Luis Linero	1525	500
HJ-ES	Buenaventura	Heriberto Quintera	1525	100
HJ-CP	Tocaima	Ruperto Aguilera Leon (Cultural)	1530	250
HJ-FI	Armenia	J. Palacios E. y Cia.	1540	1000
HJ-EH	Santander	Escuela Rafael Tello (Cultural)	1550	175
HJ-FP	Ibaque	Mauro Cadavid S.	1550	100
HJ-GB	Bucaramanga	Francisco A. Bueno	4775	2500
HJ-AB	Barranquilla	Eliecer Velasco	4785	2500
HJ-DX	Medellin	Francisco Cuartas	4795	750
HJ-DG	Quibdo	Direccion Educacion (Cultural)	4805	150
HJ-BB	Cucuta	Pompilio Sanchez	4815	750
HJ-ED	Cali	Eduardo Cordoba	4825	1000
HJ-EX	Cali	Cesar Mendoza M.	4865	2500
HJ-FH	Armenia	Botero & Compania	4875	500
HJ-DP	Medellin	Fernando Restrepo A.	4885	2500
HJ-CH	Bogota	Manuel J. Gaitan	4895	750
HJ-AG	Barranquilla	Alex Blanco	4905	750
HJ-AP	Cartagena	Lequerica Hermanos	4925	750
HJ-CW	Bogota	Jesus M. Garcia	4945	750
HJ-CQ	Bogota	Ministerio Educacion Nal. (Cultural)	4955	500
HJ-AE	Cartagena	Rafael Fuentes	4965	750
HJ-CX	Bogota	Cipriano Rios Hoyos	6018	750
HJ-CF	Bogota	Gustavo Uribe Th.	6033	750
HJ-FA	Pereira	Cesar Arango Mejia	6054	750
HJ-FK	Pereira	Sdad. Voz Amiga	6097	2500
HJ-FB	Manizales	Francisco Jaramillo	6105	1000
HJ-DE	Medellin	Luis Ramos	6145	5000
HJ-CD	Bogota	Roberto Ramirez G.	6160	5000
HJ-CA	Bogota	Cristobal Paez	4855	1000
HJ-BD	Bucaramanga	Gustavo Sorzana	9630	650
HJ-CT	Bogota	Ministerio Educacion Nal.	9655	2500

ECUADOR*

Call Letters	Owner	Station Name	Location	Frequency Kilocycles	Power Watts
HC2AJ	Odalia Arauz de G.	Radio Guayaquil	Guayaquil	900	25
HCJB	Alfonso Vilmot	Ondas del Pacifico	Guayaquil	900	100
HC2CW	Clarence W. Jones	La Voz de Quito	Quito	973	50
HC2OAD	Cia. Radidifusora del Ecuador	Cia. Radidifusora del Ecuador	Guayaquil	1050	1000

Call Letters	Owner	Station Name	Location	Frequency Kilocycles	Power Watts
HC2ET	Empresa "El Telegrafo"	Diario "El Telegrafo"	Guayaquil	1330	300
HC2JSB	Juan S. Behr	Ecuador Radio	Guayaquil	1131	100
HC2RB	Erik Williams	La Voz del Litoral	Guayaquil	1250	200
HC1ETC	Manuel Mantilla	Radio Teatro Bolivar	Quito	1350	200
HCQR	Carlos Mantilla	Radio Quito	Quito	1304	300
HC2AU	Augusto Alvarado O.	Radio Atalaya	Guayaquil	1250	200

Short Wave Stations

HCJB4	Pedro Zambrano Barcia	La Voz de Manabi	Portoviejo	3645	80
HC1GQ	Cia. del Ferrocarril del Sur	Nariz del Diablo	Quito	3710	80
HC1IM	Concejo Municipal	La Voz de Imbabura	Ibarra	4020	300
HCJB	Clarence W. Jones	Broadcast Provincial	Quito	4107	200
HC1AO	Octavio Espinosa, Jose Heredia Crespo	La Voz de Tomebamba	Cuenca	4200	200
HC1VT	Concejo Municipal	La Voz del Tungurahua	Ambato	4300	250
HC1PM	Leonardo Ponde	El Palomar	Quito	5725	150
HC1QRX	Carlos Mantilla	Radio Quito	Quito	5970	300
HC2JSB	Juan S. Behr	Ecuador Radio	Guayaquil	7845	300
HC2CW	Alfonso Vilmot	Ondas del Pacifico	Guayaquil	8400	50
HC1GQ	Cia. del Ferrocarril del Sur.	Nariz del Diablo	Quito	9163	150
HC2ET	Empresa "El Telegrafo"	Diario "El Telegrafo"	Guayaquil	9200	300
HC1ETC	Manuel Mantilla	Radio Teatro Bolivar	Quito	9350	300
HC2AK	Cia. Radio Difusora del Ecuador	Cia. Radiodifusora del Ecuador	Guayaquil	9377	1000
HC2OAD	Odalia Arauz de G.	La Voz del Alma	Guayaquil	9400	200
HCJB	Clarence W. Jones	La Voz de los Andes	Quito	12455	10000

PARAGUAY*

Call Letters	Station Name—Owner—Location	Frequency Kilocycles	Power Watts
ZP1	Radio El Pais—Atilo C. Bajac, Asuncion	970	100
ZP4	Radio Continental—Isern & Sacarello, Asuncion	730	100
ZP5	Radio Paraguay—Alfonso Sa, Asuncion	1360	100
ZP6	Radio Livieres—Jordon Livieres, Asuncion	1300	100
ZP11	Radio Charitas—Juventud Antoniena, Asuncion	1200	100
ZP10	Noriega Hnos. & Franco, Asuncion	1330	100
ZP17	Haneman Hnos., Asuncion	1030	100
ZP7	La Voz del Aire—Julio Coriulot, Encarnacion.	900	

Short Wave Stations

ZPA1	Peruvian Government, Asuncion	6070	3000
ZPA2	Teleco Paraguaya, S. A., Asuncion	11721	5000
ZPA6	Teleco Paraguaya, S. A., Asuncion	7890	5000
ZPA7	Teleco Paraguaya, S. A., Asuncion	15780	5000
ZPO3	Teleco Paraguaya, S. A., Asuncion	13333	5000

* *Resulting from the war, questionnaires addressed to individual countries were not answered by the radio authorities in Argentina, Brazil, Ecuador, Paraguay and Venezuela; rather than omit these countries from the listing of Latin American stations, RADIO ANNUAL has presented the material used in the 1942 edition, with corrections whenever they were known.*

PERU

Call Letters	Owner	Station Name	Location	Frequency Kilocycles	Power Watts
OAX4A	Government	Radio Nacional	Lima	850	10000
OAX4E	Ing. Juan P. Goicochea	Radio Goicochea	Lima	960	250
OAX4F*	Armando Ortiz Lambert	Radio Mundial	Lima	1080	250
OAX4C	Alvarado & Urteaga	Radio Callao	Callao	1160	500
OAX4B	Empres Peruana Parlante	Radio Lima	Lima	1200	250
OAX4L	Radio Miraflores	Radio Miraflores	Miraflores	1250	200
OAX4I	Radio Internacional	Radio Internacional	Lima	1320	250
OAX6C	J. Antonio Umbert F.	Radio Continental	Arequipa	1370	250
OAX5B	Luis de los Heros & Rios	Radio Universal	Ica	1460	200

Short Wave Stations

OAX2A	Rafael Larco Hoyle	Radio La Nacion	Trujillo	6000	250
OAX4P	Alfredo Elejalde Granados	Radio Huancayo	Huancayo	6200	250
OAX6B	Maximo J. Landa	Radio Landa	Arequipa	6035	150
OAX6A	Jorge E. Olazabel	Radio Arequipa	Arequipa	6050	100
OAX6E	J. Antonio Humbert F.	Radio Continental	Arequipa	6055	300
OAX4Z	Government	Radio Nacional	Lima	6082	15000
OAX4H*	Armando Ortiz Lambert	Radio Mundial	Lima	6095	1000
OAX3A	Victor Priano Storace	Radio Huanuco	Huanuco	6115	400
OAX7A	Carlos Lizarraga Fisher	Radio Cuzco	Cuzco	6128	100
OAX1A	Jose Carlos Montjoy D.	Radio Delcar	Chiclayo	6150	200
OAX4G	Empresa Peruana Parlante	Radio Lima	Lima	6190	250
OAX6D	J. Antonio Umbert F.	Radio Continental	Arequipa	9500	250
OAX4J	Radio Internacional	Radio Internacional	Lima	9520	200
OAX4K	Ing. Juan P. Goicochea	Radio Goicochea	Lima	9545	250
OAX4T	Government	Radio Nacional	Lima	9562	10000
OAX5C	Luis de los Heros & Rios	Radio Universal	Ica	9590	200

URUGUAY

Call Letter	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
CW1	Radio Popular	Real de San Carlos-Colonia	Bernotti y Montellano	550	4500
CW3	Radio Rural del Uruguay	Florida	Rodolfo J. Caissiols	580	200
CX4	Direccion de Agronomia	Montevideo	Direccion de Agronomia	610	5000
CW7	Radio Carmelo	Carmelo-Colonia	Alberto Pablo Brouard	640	250
CX6	Estacion Oficial	Montevideo	S.O.D.R.E.	650	20000
CW27	Radio Tabare	Salto	Luis Batlle Berres	680	250
CX8	Radio Jackson	Montevideo	Ramon Puyal	690	500
CX10	Radio Ariel	Montevideo	Ferrera, Gestoso y Cia.	730	1000
CX12	Radio Oriental	Montevideo	Luis A. Artola	770	5000
CX14	El Espectador	Montevideo	Difusoras El Espectador	810	5000
CW23	Radio Cultural	Salto	Domingo Giordano	820	250
CX16	Radio Carve	Montevideo	S.A.D.R.E.P.	850	10000
CX18	Radio Sport	Montevideo	Difusoras El Espectador	890	5000
CX20	Radio Montecarlo	Montevideo	Carlos L. Romay	930	2000
CX22	Radio Universal	Montevideo	Harispuru Hnos	970	1500
CX24	La Voz del Aire	Montevideo	S.A.D.R.E.P.	1010	2500
CX26	Radio Uruguay	Montevideo	A. Canepa y Cia.	1050	2000
CX28	Radio Imparcial	Montevideo	Walfrido Figueira Moran	1090	3000
CW31	Salto Broadcasting	Salto	Salvador E. Pera	1120	250
CX30	Radio Nacional	Montevideo	Silva y Larrea	1130	1000
CX32	Radio Aguila	Montevideo	Compania Uruguaya de Publicidad S. A.	1170	500
CW33	Difusora Florida	Florida	Omar F. Barreiro	1200	75

Call Letters	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
CX34	Radio Artigas	Montevideo	A. Canepa y Cia.	1210	500
CW35	Paysandu Broadcasting	Paysandu	Buenaventura Malher y Ordoqui	1240	250
CX36	Centenario Brdcstng.	Montevideo	Vaquez y Walder	1250	250
CX38	Estacion Oficial	Montevideo	S.O.D.R.E.	1290	5000
CW39	La Voz de Paysandu	Paysandu	Miguel Penna	1320	100
CX40	Radio Fenix	Montevideo	Julio J. Rabassa	1330	500
CW19	Difusora Rochense	Rocha	Juan J. Harispuru y Abel Machado	1340	50
CW19A	Radio Charrua	Rivera	Jorge Dowton Garcia	1340	60
CW41	Brdcstng. San Jose	San Jose	Juan J. Harispuru y Pedro Bruccoleri	1360	50
CX42	Tribuna Sonora	Montevideo	Hector Verhazzo	1370	500
CW45	Difusora Treinta y Tres	Treinta y Tres	Marroche, Lacurcia y Rodriguez	1390	60
CW46A	Difusora Zorrilla de San Martin	Tacuarembo	Luis S. Dini	1400	2000
CX44	Radio Montevideo	Montevideo	Julio J. Rabassa	1410	250
CW43	Radio Lavalleja	Minas	Volante y Harisouru	1420	500
CW25	Radio Durazno	Durazno	Artola, Evangelisti y Cia.	1430	500
CX46	Radio America	Montevideo	Guzman Bortacchi	1450	1500
CW46B	Liceo de Dolores	Dolores-Soriano	Roberto Taruselli	1460	50
CW47	Radio Canelones	Canelones	Julio J. Rabassa	1470	300
CW43B	Radio Internacional	Rivera	Walfrido Figueiro Moran	1480	750
CX48	Radio Femenina	Montevideo	Vazquez y Cia.	1490	1500
CW47A	Radio Welcome	San Jose	Fasola, Rios y Tiboni	1510	100
CX50	Radio El Mundo		Bernardino Ayala	1530	300
CW51	Radio Maldonado	Maldonado	Hector Lamaison	1560	250
CX52	Radio Litoral Soriano	Mercedes	Anibal Frabasile, Juan Orlando Kelly, Jose Pedro Irigaray y Florencio Donato Montero	1570	50
CW53	Proyectado	Melo, Cerro Largo	Ruber D. Lucas	1580	250

Short Wave Stations

CXA2	Radio Continental	Montevideo	Raice Schmidt	6000	5000
CXA30	Radio Nacional	Montevideo	Silva y Larrea	6035	1000
CXA3	(Proyectada)	Montevideo	Leon y Landeira	6075	2500
CXA4	Estacion Oficial	Montevideo	S.O.D.R.E.	6125	5000
CXA21	Radio Fenix	Montevideo	Julio J. Rabassa	6170	1000
CXA1	Estacion Oficial	Montevideo	S.O.D.R.E.	6200	50
CX14	El Espectador	Montevideo	El Espectador	7330	50
CXA6	Estacion Oficial	Montevideo	S.O.D.R.E.	9620	20000
CXA8	Radio Real de San Carlos	Real de San Carlos-Colonia	Jaime Yankelevich	9640	5000
CX14	El Espectador	Montevideo	El Espectador	10000	20
CXA19	El Espectador	Montevideo	El Espectador	11705	1000
CXA14	Radio Real de San Carlos	Real de San Carlos-Colonia	Jaime Yankelevich	11820	1000
CXA10	Estacion Oficial	Montevideo	S.O.D.R.E.	11895	20000
CXA18	Estacion Oficial	Montevideo	S.O.D.R.E.	15300	20000
CXA9	El Espectador	Montevideo	El Espectador	15345	1000
CXA11	Estacion Oficial	Montevideo	S.O.D.R.E.	27000	2500
CXA22	Estacion Oficial	Montevideo	S.O.D.R.E.	29500	2500
CXA23	Estacion Oficial	Montevideo	S.O.D.R.E.	43500	2500
CXA24	Estacion Oficial	Montevideo	S.O.D.R.E.	58000	2500

VENEZUELA*

Call Letters	Station Name	Location	Owner and Director of Station	Frequency Kilocycles	Power Watts
YV5RI	Radio Continente	Caracas	Oscar Vicentelli Oscar Vicentelli	590	1750
YV5RH	La Voz de La Petria	Caracas	Mons. J. M. Pellin Mons. J. M. Pellin	720	1500
YV5RB	Radiodifusora Venez.	Caracas	Degwitz & Siblesz H. Degwitz	790	7250
YV5RQ	Radio Libertador	Caracas	Jesusa Gonzales A. Jose Gil Borges	880	1820
YV5RA	Radio Caracas	Caracas	Cia. Anonima Almacen Americano Ricardo Espina	960	13000
YV2RB	La Voz del Tachira	San Cristobal	Jesus Diaz Gonzalez Jesus Diaz Gonzalez	980	500
YV5RG	Ondas Populares	Caracas	Gonzalo Veloz M. Gonzalo Veloz M.	1010	1480
YV5RZ	Emisora Vargas	La Guaira	Gonzalo Veloz Mancera Gonzalo Veloz Mancera	1050	770
YV6RE	Ondas del Neveri	Barcelona	L. J. Arreaza Almenar L. J. Arreaza Almenar	1080	300
YV1RF	Ondas del Lago	Maracaibo	N. Vale Quintero N. Vale Quintero	1120	845
YV1RD	Radiodifusora Maracaibo	Maracaibo	G. Govea & G. Nouel Guillermo Govea	1150	308
YV5RL	Radio Tropical	Caracas	Ponce & Viggiani Ponce & Viggiani	1160	1150
YV3RE	Radio Barquisimeto	Barquisimeto	Amilcar Segura Amilcar Segura	1240	1175
YV1RK	Radio Popular	Maracaibo	Jose Higuera M. Rafael Rivera P.	1250	675
YV3RA	Radio America	Barquisimeto	Arturo Ramos M. Arturo Ramos M.	1270	264
YV1RA	Ecos del Zulia	Maracaibo	Luis Garcia Nebot Luis Garcia Nebot	1300	150
YV4RA	La Voz de Carabobo	Valencia	G. Degwitz G. Degwitz	1350	1280
YV1RW	Radio Coro	Coro	Roger Leyba Roger Leyba	1370	300
YV4RE	Radio Valencia	Valencia	Miguel Ache Miguel Ache	1400	1750
YV1RC	La Voz de la Fe	Maracaibo	Pedro A. Bermudez V. Pedro A. Bermudez V.	1400	800
YV6RA	Ecos del Orinoco	Ciudad Bolivar	E. Torres Valencia E. Torres Valencia	1400	960
YV4RL	Radio Maracay	Maracay	Atilio Ormezzano Atilio Ormezzano	1430	300
YV4RR	Radio Puerto Cabello	Puerto Cabello	Rafael A. Segura Rafael A. Segura	1470	800

** Resulting from the war, questionnaires addressed to individual countries were not answered by the radio authorities in Argentina, Brazil, Ecuador, Paraguay and Venezuela; rather than omit these countries from the listing of Latin American stations, RADIO ANNUAL has presented the material used in the 1942 edition, with corrections whenever they were known.*

Short Wave Stations

Call Letters	Station Name	Location	Owner and Director of Station	Frequency Kilocycles	Power Watts
YV1RO	Radio Trujillo	Trujillo	Pedro J. Torres Pedro J. Torres	3310	1040
YV5RS	Radio Libertador	Caracas	Comp. Anonimo M. A. Torrealba	3360	1550
YV1RT	La Voz de la Fe	Maracaibo	Pedro A. Bermudez V. Pedro A. Bermudez V.	3370	700
YV5RY	Radio Continente	Caracas	Oscar Vicentelli Oscar Vicentelli	3380	1590
YV4RK	Radio Maracay	Maracay	Atilio Ormezzano Atilio Ormezzano	3390	465
YV5RW	Radio Tropical	Caracas	Ponce & Viggiani Ponce & Viggiani	3400	1150
YV3RX	Radio America	Barquisimeto	Arturo Ramos Maggi Arturo Ramos Maggi	3410	1040
YV2RC	La Voz de la Sierra	Merida	Amilcar Segura Roberto Straus	3420	495
YV5RX	La Voz de la Patria	Caracas	Mons. J. M. Pellin Pedro Vargas	3430	2700
YV1RU	Radiodifusora Maracaibo	Maracaibo	G. Govea & G. Nouel Guillermo Govea	3440	1000
YV6RC	Ondas del Neveri	Barcelona	L. J. Arreaza A. L. J. Arreaza	3450	465
YV4RP	Radio Valencia	Valencia	Miguel Ache Miguel Ache	3460	1000
YV4RQ	Radio Puerto Cabello	Puerto Cabello	Rafael A. Segura Rafael A. Segura	3480	885
YV3RF	La Voz del Llano	Acarigua	Pausides Sigala Luis Barrios	3490	160
YV5RV	Emisora Vargas	La Guaira	G. Veloz Mancero Gonzalo Veloz M.	3500	350
YV1RV	Ecos del Zulia	Maracaibo	L. Garcia Nebot L. Garcia Nebot	4750	300
YV4RO	Radio Carabobo	Valencia	G. Degwitz G. Degwitz	4760	300
YV1RY	Radio Coro	Coro	Roger Leyba Roger Leyba	4770	312
YV3RN	Radio Barquisimeto	Barquisimeto	Amilcar Segura Amilcar Segura	4780	1250
YV6RU	Ecos del Orinoco	Ciudad Bolivar	E. Torres Valencia E. Torres Valencia	4790	960
YV1RX	Ondas del Lago	Maracaibo	N. Vale Quintero N. Vale Quintero	4800	3080
YV1RL	Radio Popular	Maracaibo	J. A. Higuera M. Rafael Rivera Parra	4810	300
YV2RN	La Voz del Tachira	San Cristobal	Jesus Diaz Gonzalez Jesus Diaz Gonzalez	4830	2000
YV1RZ	Radio Valera	Valera	Pedro Flores Jelambi Pedro Flores Jelambi	4840	484
YV5RU	Ondas Populares	Caracas	Gonzalo Veloz M. Gonzalo Veloz M.	6070	2232
YV5RM	Radiodifusora Venez.	Caracas	Degwitz & Siblesz H. Degwitz	6150	7250
YV5RN	Radio Caracas	Caracas	Almacen Americano Ricardo Espina	6200	7550

STATIONS OF CENTRAL AMERICA

BRITISH HONDURAS

Call Letters	Operated by and Location	Frequency Kilocycles	Power Watts
ZIK2	Government, Belize	10600	200

COSTA RICA

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
TI5JJM	Emilio E. Martinez, Alajuela	575	1500
TI4NRH	Amando Cespedes M., Heredia	710	750
TIRH	Rafael Hine Ch., San Jose	970	500
TIJMP	Jose Maria Pinaud, San Jose	855	3000
TIRM	Rafael Merino A., San Jose	900	1000
TIGPH2	Gonzalo Pinto H., San Jose	800	3000
TIEP	Eduardo Pinto H., San Jose	830	3000
TIFA	Francisco Arie, San Jose	1000	250
TIGPH	Gonzalo Pinto H., San Jose	605	6500
TISMG	Guillermo Zuniga R., San Jose	1045	500
TILJ	Lola Monge Peralta, San Jose	775	450
TILS	Luis Saenz Mata, San Pedro	880	5000
TICQ	Narcisco Garcia, San Jose	750	500
TIPG	Claudia Martinez N., San Jose	625	5000
TIRCC	Carlos Borge, San Jose	1200	500
TIRS	Rogelio Sotela B., San Jose	920	400
TIGH	Jose Maria Pinaud, San Jose	690	2000
TIHZ	Heli Zuniga, San Jose	1150	1000
TIOS	Guillermo Castro Saenz, San Jose	940	500
TIMBC	Oscar Martinez Nussbaumer, San Jose	1070	5000
TIBAS	Gonzalo Pinto H., San Juan de Tibas	650	8000
TIMC	Jorge Mario Cardos M., Cartago	735	700
	Short Wave Stations		
TINRH	Amando Cespedes, Heredia	9692	750
TIEP	Eduardo Pinto H., San Jose	6700	1000
TIGPH	Gonzalo Pinto H., San Jose	5875	1000
TIPG	Claudia Martinez, San Jose	9615	2000
TIRCC	Carlos Borge, San Jose	6180	300
TIRH	Rafael Hine Ch., San Jose	6150	250
TILS	Luis Saenz Mata, San Pedro	6165	2000
TIRVM	Ruben Venegas Mora, Las Juntas de Abangarez	6035	500
TIWS	Manuel Campos J., Puntarenas	6065	500

GUATEMALA

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
TGW	Radiodifusora Nacional, Guatemala City	610	10000
TGI	Government, Guatemala City	1310	200
TGX	El Liberal Progresista (newspaper), Guatemala City	1410	50
TGQ	Government, Quezaltenango	1450	200
TGWC	Radiodifusora Nacional, Guatemala City	1520	1000
	Short Wave Stations		
TG3	Government, Guatemala City	2300	200
TGWA	Radiodifusoro Nacional, Guatemala City	9685, 15170	10000
TGWB	Radiofusora Nacional, Guatemala City	6460	1000

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
TG2	Government, Guatemala City	6190	200
TGX1	El Liberal Progresista (newspaper), Guatemala City	6100	50
TGQA	Government, Quezaltenango	6400	200

HONDURAS

Call Letters	Owner	Station Name	Location	Frequency Kilocycles	Power Watts
HRN	Rafael Ferrary	La Voz de Honduras	Tegucicalpa	1450	500
Short Wave Stations					
HRN	Rafael Ferrary	La Voz de Honduras	Tegucigalpa	2437	500
HRD2	Genoveva v. de Castaneda	La Voz de Atlantida	La Ceiba	5875 6235	500 250
HRP1	Filiberto Diaz Zelaya	Eco de Hondura	San Pedro Sula	6351	100

NICARAGUA

Call Letters	Owner	Station Name	Location	Frequency Kilocycles	Power Watts
YNMA	Gobierno de Nicaragua		Managua	6140, 9570, 11750	500
YNDS	Gobierno de Nicaragua	La Voz de Nicaragua	Managua	6240	600
YNLG	Benjamin Guerra L.	Ruben Dario	Managua	6610	400
YNPS	Gobierno de Nicaragua	La Voz de Nicaragua	Managua	6760	800
YNFM	Jose F. Tercero	La Voz de la Ciudad de las Flores	Masaya	6950	60
YNBO	J. Edgar Tijerino	La Voz de Boaco	Boaco	6980	20
YNFF	Francisco Perez G.	La Voz del Tropico	Managua	7235	100
Short Wave Stations					
YNJAT	J. A. Tijerino	La Voz del Aire	Leon	5758	1000
YNOW	Mendoza & Bros.	Voz de La America Central	Managua	6850	800
YNFT	Jose F. Tercero Z.	La Voz de La Sultana	Granada	7500	100
YNLT	Reyes V. de Tenoria	La Voz del Mombacho	Granada	7625	200
YNDG	Dionisio E. Gallo	Gilfilland	Leon	7660	1000

PANAMA

Call Letters	Owner (and Station Name)	Location	Frequency Kilocycles	Power Watts
HOK	Jose Jaen & Jaen, La Voz de la Victor	Colon	640	250
HP5C	Radio Miramar	Panama City	730	500
HOA	La Voz de la Democracia	Panama City	1000	500
HOQ	Agustin de Mena & Jose M. Herrera, Jr.	Panama City	1250	250
HP6J	La Voz de Panama	Panama City	1358	250
HOC	Jose Jaen & Jaen	Panama City	1440	50
Short Wave Stations				
HP5K	La Voz de La Victor	Colon	6005	1000
HP5B	Radio Miramar	Panama City	6030	150
HP5F	La Voz de Colon	Colon	6050	1000
HP5H	La Voz del Pueblo	Panama City	6122	400
HP5J	La Voz de Panama	Panama City	9607	400
HP5A	Radio Teatro Estrella de Panama	Panama City	11700	1000
HP5G	La Voz de la Democracia	Panama City	11780	800

EL SALVADOR

Call Letters	Station Name	Owner	Location	Frequency Kilocycles	Power Watts
YSP	La Voz de Cuscatlan	Fernado Albayeris Sosa	San Salvador	6150	300
YSR	La Voz de El Salvador	Sucesion Cevallos	San Salvador	6265	400
HUB	Government		San Salvador	4780	300

BAHAMAS

Call Letters	Owner	Location	Frequency Kilocycles	Power Watts
ZNS	Bahamas Government	Nassau	640	1000 C.P. 5000

Short Wave Stations

ZNS	Bahamas Government	Nassau	690	200

CURACAO

Call Letters	Owner	Location	Frequency Kilocycles	Power Watts
PJC1	Government of Curacao	Willemstad	9106 5929	150 (C.P. 1000)

DOMINICAN REPUBLIC

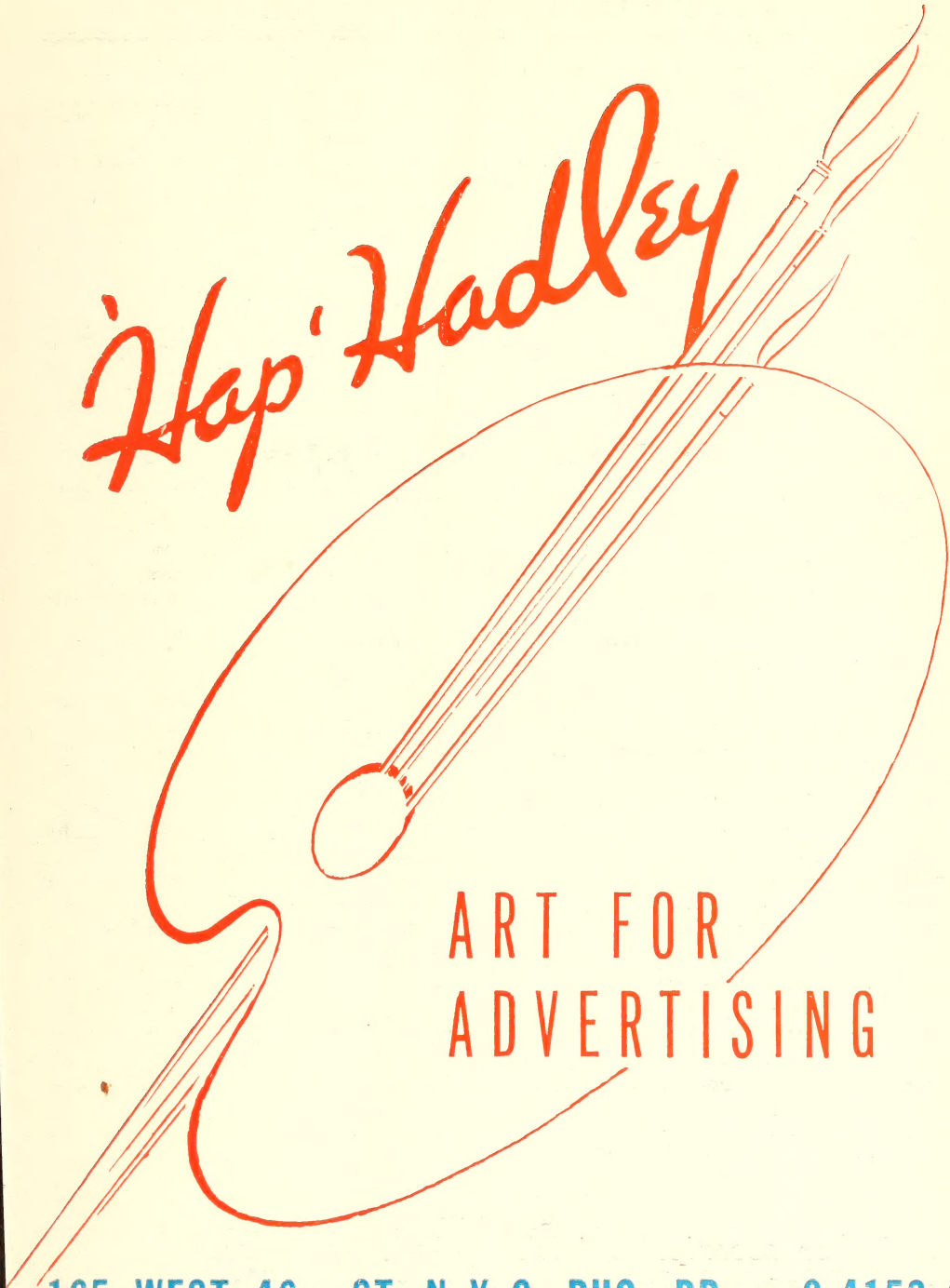
Call Letters	Operator	Location	Frequency Kilocycles	Power Watts
HIN	Partido Dominicano	Ciudad Trujillo	1090	150
HIX	Government	Ciudad Trujillo	950	800
HIZ	Frank Hatton	Ciudad Trujillo	1350	200
HI9U	Luis A. Pelegrin	Puerto Plata	1010	100

Short Wave Stations

HI1G	A. C. Puello	Ciudad Trujillo	6280	100
HI2G	A. C. Puello	Ciudad Trujillo	9290	100
HIL	J. C. Pellicer	Ciudad Trujillo	6500	60
HI1N	Partido Dominicano	Ciudad Trujillo	6243	700
HIT	F. A. Sanabia	Ciudad Trujillo	6630	100
HI1Z	Frank Hatton	Ciudad Trujillo	6316	100
HI1X	Government	Ciudad Trujillo	6206	300
HI6H	Emilio Garden, Jr.	Ciudad Trujillo	6115	100
HI3C	Antonio Herrero H.	La Romana	6105	30
HIH	D. Dominguez	San Pedro de Macoris	6780	250
HI1J	F. M. Donastorg	San Pedro de Macoris	6025	40
HI1A	Rafael Western	Santiago	6182	75
HI1L	Maria J. Tavares	Santiago	6480	200
HI1S	Generoso Sarnelli	Santiago	6420	200
HI3U	Fernando Bertran	Santiago	6015	100
HI9B	J. L. Sanchez	Santiago	6383	200
HI9T	Luis A. Pelegrin	Puerto Plata	6170	100
HI2X	Government	Ciudad Trujillo	11960	250
HI3X	Government	Ciudad Trujillo	17400	250

HAITI

HHW	R. Widmaier	Port-au-Prince	1230	75
HH2S	Societe Haitienne de Radio-diffusion	Port-au-Prince	5920	300
HHBM	F. C. Magloire	Port-au-Prince	9655	100
HH3W	R. Widmaier	Port-au-Prince	9595	150



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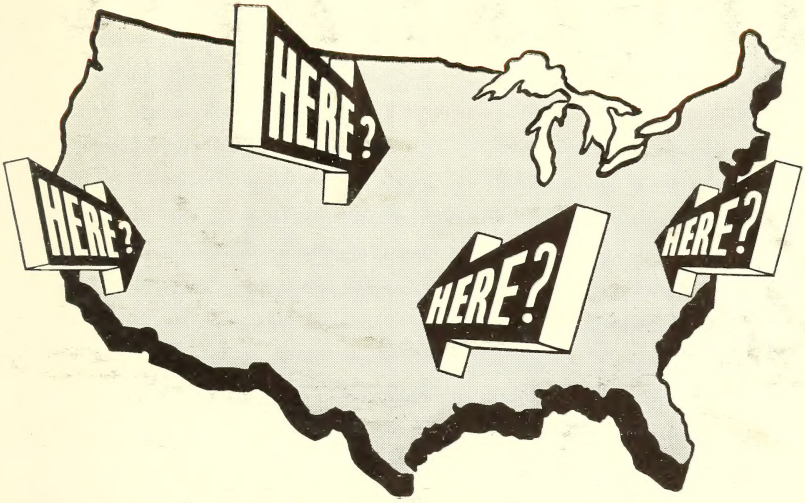

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